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DOWNTOWN NAPA

MIXED-USE AND RESIDENTIAL INFILL DEVELOPMENT STRATEGY

May 2004

Prepared by: Napa Community Redevelopment Agency
With Assistance by: RACESTUDIO and A. Plescia & Company





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FOREWORD

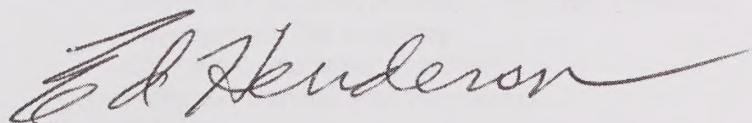
The Napa Community Redevelopment Agency and City of Napa have long-standing policies that encourage infill residential and mixed-use development in Downtown Napa. The Redevelopment Agency's long-term vision for Downtown includes combined residential and non-residential uses within single developments and in larger areas that would transform Downtown into a 24-hour center. A mixed-use downtown would allow employees to get to work without having to use their automobiles, strengthen the pedestrian character of the area, promote public transit use, and create additional vibrancy for businesses, residents and visitors alike.

The Downtown Mixed Use and Residential Infill Development Strategy helps implement general plan policies that encourage mixed-use development Downtown and a variety of housing types and choices by identifying opportunity sites; providing specific market information to test the feasibility of mixed-use and infill residential development; describing an overall urban design vision; and providing an implementation plan to facilitate mixed-use and residential development in Downtown.

The Strategy identifies urban design concepts and principles important to implementing the community's vision of a livable downtown. These concepts include concentrated retail core streets, vibrant uses along the riverfront, a connected open space and streetscape system, neighborhood transition areas, and subareas of Downtown with distinct character attributes. It provides a summary of planning strategies and an implementation plan to assist mixed-use and infill residential downtown.

As a first step, in May 2004, the City Council endorsed new urban parking standards and a slight increase in allowable density of residential units in Downtown to make projects more economically feasible. Future implementation measures will include amendment to the parking exempt district with establishment of a parking in-lieu fee, and evaluation of the Flood Evacuation Area regulations, to name a few. Site assembly and a possible Request for Proposals/Request for Qualifications process, administered by the Redevelopment Agency, may follow.

As mayor and chairman of the Redevelopment Agency, I am thankful to the stakeholders group members who devoted many volunteer hours and their professional expertise to help make this Strategy a quality document with substantive policy recommendations. It provides the foundation for an exciting future for Downtown Napa.



Ed Henderson
Chairman, Napa Community Redevelopment Agency
Mayor, City of Napa

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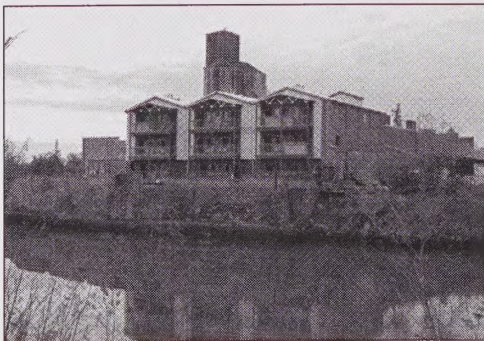
Appendix (under separate cover)

Economic Feasibility Analysis: Prototype Proformas
Development Site Inventory
Community Workshop Summary
Proposed General Plan Revisions
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EXECUTIVE SUMMARY

Downtown Napa is fast becoming a cultural and shopping hub for the greater Napa Valley. With the emergence of a new museum and performance theater, complimented by quality restaurants, art galleries, entertainment venues, wine tasting rooms, and specialty shops, Downtown Napa is becoming a popular destination. The Flood Protection Project will add a river promenade and a seven-acre park, opening up additional recreational opportunities for residents and visitors. Downtown is poised to be a great place to live as well, with resident-serving amenities including a chain grocery store, post office, library, and other necessities. City and Redevelopment Agency policies support downtown as a place for mixed-use and infill residential development. The Downtown Mixed Use and Residential Infill Development Strategy lays the groundwork for implementing these policies.



ABOVE:
Mixed-use development provides both housing and business opportunities in Downtown.

Napa's urban riverfront is the "front door" to downtown and the setting for housing opportunity sites.

The Strategy

The Strategy is divided into four sections:

Section One describes "Opportunities for Downtown Living." This section encourages residential development and more ground-floor commercial uses in appropriate locations to support continued downtown revitalization. It identifies a number of opportunity sites for infill residential or residential mixed-use development, along with the many services, cultural and entertainment amenities that Downtown offers for residents. It reviews local market conditions and analyzes economic feasibility of various prototypes; discusses timing of such development; and identifies potential City policy considerations.

Section Two identifies urban design concepts and principles important to implementing the community's vision of a livable and vibrant mixed-use downtown. These concepts include concentrated retail core streets, vibrant uses along the riverfront, a connected open space and streetscape system, neighborhood transition areas, and sub areas of Downtown having different characters.

Section Three provides a summary of planning strategies to assist mixed-use and infill residential downtown. The economic analysis concluded that slightly higher densities may be necessary Downtown to improve financial feasibility of infill residential or mixed-use projects. In addition, urban parking standards, amendment to the parking exempt district with establishment of a parking in-lieu fee, and evaluation of the Flood Evacuation Area regulations were specifically identified.

Section Four provides an implementation plan, which includes recommended changes to the General Plan and Zoning Ordinance, along with other activities for the Redevelopment Agency and City to undertake to encourage infill residential and mixed-use development in Downtown Napa.

INTRODUCTION

Related General Plan and zoning changes proposed by the study:

- Modify the Downtown Commercial Land Use Category density range from 10-40 units per acre to allow up to 45 units per acre with a Use Permit.
- Change 6 commercial parcels fronting Main Street adjacent to Downtown between Clinton and Caymus streets back to Downtown Commercial and rezoning accordingly. These parcels are APN 3-162-02, -03, -10 and 3-142-01, -13, -14.
- Add “attached single family/condominiums” as a conditional use in the Downtown Commercial zoning district and other technical changes;
- Modify the height bonus section in the zoning ordinance to provide the 4 story (48 foot) height bonus in the Gateway Mixed Use District; the current maximum is 40 feet. Also revise the definition of what constitutes “substantial residential” in the Downtown.
- Modify Downtown residential and office/retail parking standards to more accurately reflect anticipated parking demand, and allow residential guest parking downtown to occur on the public streets.
- Correct a discrepancy in Downtown Commercial District setbacks

These changes were approved by the Planning Commission at its April 8, 2004, meeting, and by the City Council at its May 18, 2004, meeting.

In addition, the Strategy recommends the following implementation measures:

- Amend the Parking Exempt District boundaries to incorporate key sites
- Establish a parking in-lieu fee in the PE district
- Assemble sites in the North Main St. Area (near Pearl)
- Work with the County to analyze the feasibility of including a mixed-use development on the County’s property in proximity to a future parking structure
- Conclude the City’s Gateway Visioning Process to define future uses on sites along Soscol Corridor
- Evaluate and consider revising the Flood Evacuation Area boundaries to reflect FPP improvements completed to date.

Agency and City staff will undertake these measures in the coming weeks and months.



ABOVE:

Napa’s downtown is surrounded by historic neighborhoods. New downtown infill housing and mixed-use projects are required to transition in scale and design with residential areas.

INTRODUCTION

The Downtown Napa Mixed-use and Residential Infill Development Strategy (“Strategy”) is a natural extension of the City of Napa’s policies for revitalizing the downtown, providing both housing and economic development benefits. The Strategy summarizes the market and planning opportunities, provides an overall vision, and includes an implementation plan.



Purpose

The City of Napa and Redevelopment Agency wanted to test the feasibility of mixed-use and residential infill projects in the Downtown, and commissioned RACESTUDIO to conduct a study. The resulting Strategy identifies opportunity sites; provides design guidelines; includes market and economic analysis; and provides an implementation plan for the Redevelopment Agency and City to follow.

Community Process

The Strategy was prepared through a three-step process. The first step focused on analyzing sites and the economic feasibility of five different project prototypes; the second on creation of urban design concepts; and the third on development of a plan of action. Integrated in the process were four meetings with a stakeholders group, one community workshop, and a Planning Commission study session. Final opportunities for public input will be provided at a Planning Commission public hearing, Redevelopment Agency meeting, and City Council hearing this spring. The Redevelopment Agency initiated the process with the assistance of a consultant team, and will undertake the implementation planning partnership with City departments, private property owners and developers.

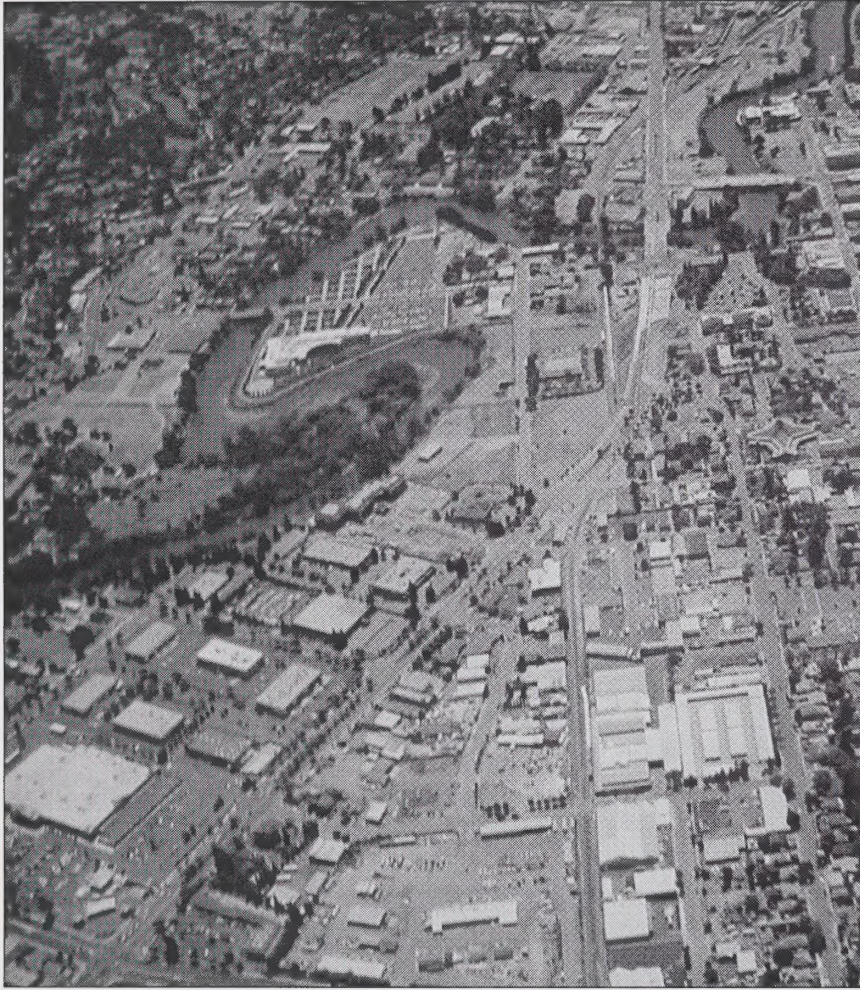


Many California communities have pursued infill housing policies in their central districts. Benefits include enabling the use of existing infrastructure, attracting residents with disposable income, supporting retail and commercial uses, attracting private sector investment, and catalyzing other investment.

Step 1: Stakeholders Group—Economic, Market and Site Feasibility

The Agency assembled a group of volunteer stakeholders to help analyze the potential opportunities for downtown mixed-use and infill housing. The stakeholders group consisted of downtown property owners, builders, realtors, bankers, housing developers, and City staff. Two “visiting reputable experts,” mixed-use developers from Sacramento and Portland, met with the group and provided valuable insight to the process. A few of the stakeholders accompanied Agency and City staff on a North Bay tour of Windsor, Petaluma and San Rafael where they toured mixed-use projects in various configurations and stages of development. The group primarily focused on the market and financial feasibility of downtown housing. They also discussed a number of “opportunity sites” and ultimately what sites would be desirable as potential lead project sites. Finally, they identified appropriate infill residential versus mixed-use locations in Downtown.

INTRODUCTION



LEFT:

The Napa River provides a unique setting for urban living.



Step 2: Community Urban Design Workshop

In the second step of the process, the City sponsored a community workshop to get input on the urban design concepts. Over 50 people attended, and as members of smaller teams, worked on planning concepts. As a result, the teams presented area maps containing urban design concepts and the best locations for mixed-use development and for residential infill uses.

Planning Commission Study Session and Public Hearing

In September 2003, the Planning Commission held a study session that provided an overview of the process, and focused on downtown design objectives, how the downtown could evolve, and housing objectives. The upcoming Planning Commission public hearing will provide an opportunity to review the draft strategy report and consider recommendations for changes to the General Plan and Zoning Ordinance in the Downtown core.

Building on Existing Policies

The Strategy builds on and implements existing policies and planning documents. It gets policy direction from the City of Napa General Plan and Housing Element, Redevelopment Agency's Five-Year

ABOVE:

Community Urban Design Workshop

The teams focused on the following three questions:

- *What are the best locations for mixed-use projects (with ground floor retail) in the retail core? Why?*
- *What are the best locations for residential infill projects? Why?*
- *What are the design context issues for these locations?*



ABOVE:

Aerial Photo of Downtown Napa

The City of Napa has pursued a policy of infill development since its 1975 General Plan. The award-winning 2002 Housing Element and subsequent Residential Design Guidelines adopted in 2003 supported continued reinvestment within Napa with an emphasis on quality design. The Downtown Redevelopment Plan and Riverfront Plan provided added policy commitment to reinvestment in Downtown. The Downtown Mixed-Use and Residential Infill Development Strategy refines implementation and planning concepts that were initially envisioned in these earlier documents.

Implementation Plan, Downtown Riverfront Urban Design Plan, Soscol Corridor/Downtown Riverfront Development and Design Guidelines, and the City of Napa Residential Design Guidelines. The economic feasibility analysis incorporates the City's Inclusionary Zoning Ordinance, which will require a minimum of 10 percent of affordable "inclusionary" units on infill residential and mixed-use sites with a residential component. The policies are included in the Appendix.

Organization of Report

The Strategy is organized as four sections with an executive summary, introduction and appendix.

Executive Summary

The Executive Summary provides a brief overview of the Strategy's key recommendations.

Introduction

The Introduction summarizes the purpose, community process and existing policies the Strategy builds on.

INTRODUCTION

SECTION ONE: Opportunities for Downtown Living

Section One provides an overview of downtown's amenities and market context. There is a summary of an economic feasibility study of prototypical development approaches to mixed-use and residential projects and development opportunity sites.

SECTION TWO: Urban Design Concepts

Section Two provides an overall vision, principles, and concepts of a mixed-use downtown.

SECTION THREE: Planning Strategies

Section Three summarizes regulatory and parking strategies, potential projects, and phasing.

SECTION FOUR: Implementation Plan

The implementation section includes administrative, regulatory, and financial activities. There is also a list of initial actions required to start the implementation process.

Appendix

The appendix includes policies, background technical studies, inventory of development sites, proposed General Plan Amendments, and meeting and workshop summaries.

SECTION ONE: OPPORTUNITIES FOR DOWNTOWN LIVING

The Redevelopment Agency and City have made considerable progress in attracting new investment into downtown Napa. Most of the investment has been in commercial, cultural and public facilities. This Strategy encourages residential development and more ground-floor commercial uses in appropriate locations to support continued revitalization. Downtown has a built-in set of amenities that residents find attractive. There are a variety of promising sites and growing market interest in Downtown as a neighborhood.



ABOVE:

COPIA is a unique cultural and educational center that explores the relationship between wine, food, arts and humanities. It is an attraction for local residents and visitors.

The recently renovated Napa Valley Opera House Theater has been an important addition to the cultural scene in the downtown, providing a synergy between new restaurants and evening events.

Downtown's Amenities

Downtown Napa has many amenities that are attractive to residents. It is home to a major grocery store and other commercial services, a public library, parks and open space, entertainment, educational institutions, and the Napa River as a major focal point.

Culture and Commerce Center

Downtown is regaining its position as the traditional center of culture and commerce. COPIA opened in 2001 and has become a destination for arts, food and wine professionals and enthusiasts. The newly renovated Opera House Theater is attracting world-class performances and sell-out shows. Art galleries and boutique retail shops have opened. Other commercial retail activities are benefiting from the increased foot traffic and added spending power visitors bring to Downtown's shopping streets. A new office building at First and Main streets, and future planned office development, are adding to a daytime corporate population. This is supported by the county, courts, and city government presence. Downtown Napa is fast becoming a cultural, visitor and corporate destination.

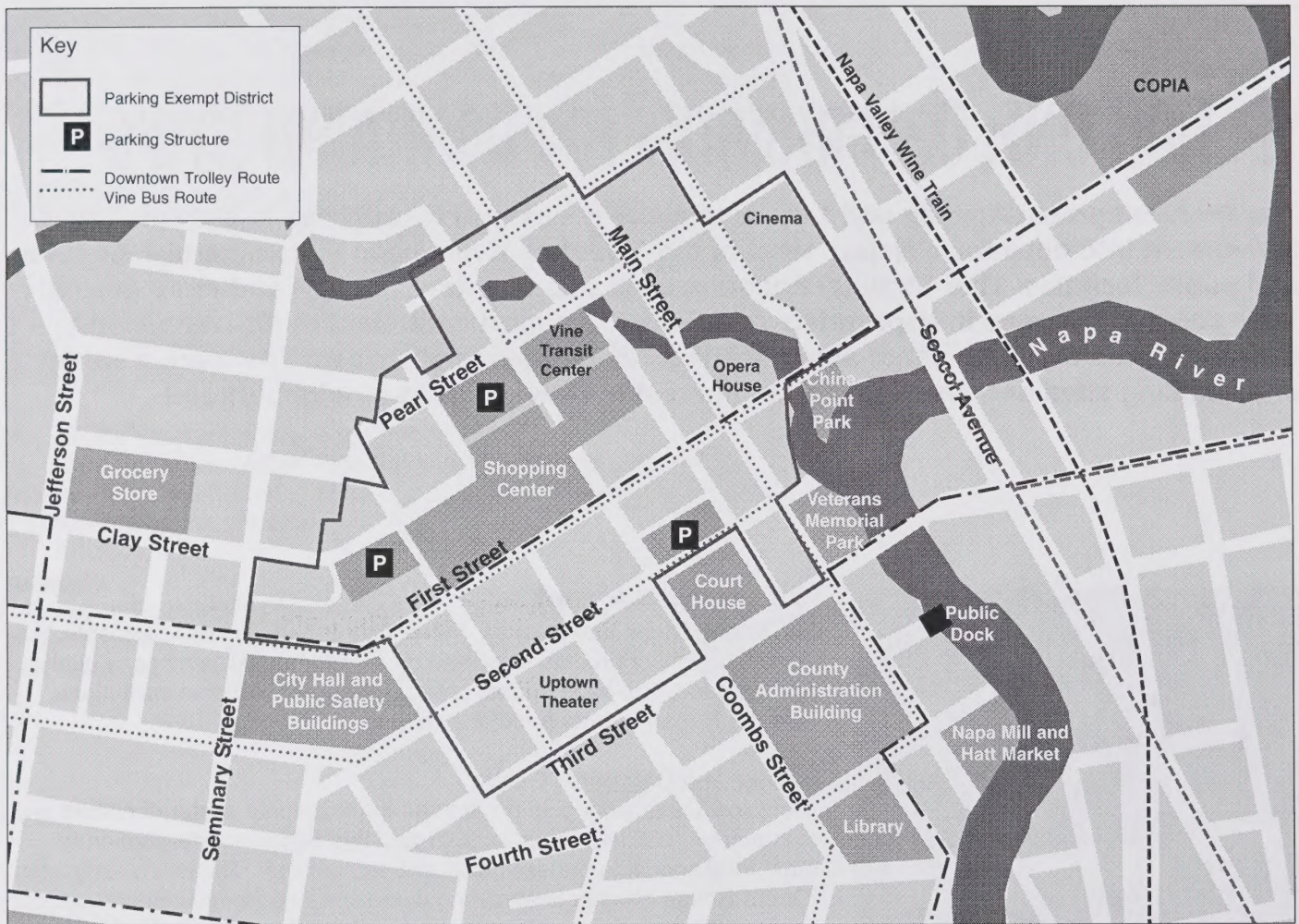
Historic Setting

The historic downtown and adjacent neighborhoods provide a unique setting as well. Many of Downtown's commercial buildings date from the 1880's. They provide an authentic pedestrian-scaled environment with a connection to Napa's history. Downtown is nestled in historic neighborhoods including Napa's first National Register historic district—the Napa Abajo and Fuller Park Neighborhood.

Napa River

The Napa River Flood Protection Project is providing critical infrastructure and environmental improvements for Napa. New bridges, parks and open space, and improved flood control measures using natural techniques is transforming the Napa River into a scenic and recreational amenity for the community. The Downtown Reach of the Napa River will

SECTION ONE



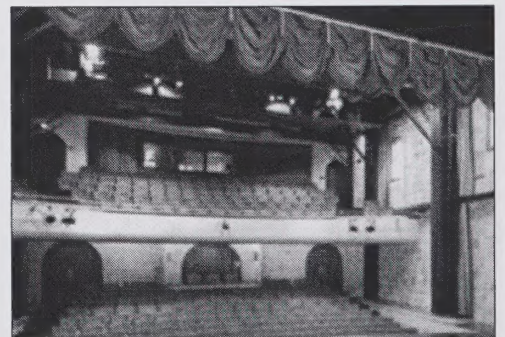
include a pedestrian promenade connecting parks and a recreational trail, linking to regional and community open spaces along the river. The river is becoming a setting for commercial, recreational, and residential activities in the downtown area.

Community Facilities

Downtown provides an alternative to the auto-oriented lifestyle. A Safeway grocery store, public library, post office, and other community services are within blocks of each other. There is a downtown local and regional bus facility. Planning is underway for a nearby intermodal transit facility with regional rail and bus service. A public boat dock is located adjacent to a pedestrian and bicycle trail that eventually will be a part of a seven-mile-long trail on the west bank of the river from Kennedy Park through Downtown to Trancas Street.

Market Context

Downtown Napa is in an excellent position to capitalize on interest in downtown living. Across the nation, urban residential and mixed-use development within downtown neighborhoods increases economic viability and livability of such areas.



ABOVE:

Napa's General Plan Policy:

The City shall promote 24-hour activity in the downtown, by allowing development that mixes residential and commercial uses in the same structures and supporting entertainment and cultural uses in the downtown.

LEFT:

Downtown Amenities

Downtown Napa provides a robust number of cultural, commercial, entertainment and natural amenities.



ABOVE:

The Napa market has a variety of proven housing types and is demanding competitive rents and prices. These recent rental and for sale projects are located in Napa.

- Lincoln Gardens rental townhomes (\$1500 - \$1,650/mo.)
- Villa Lane ownership housing (\$600,000+)
- Hawthorne Village rental apartments (\$1295-\$1805)

Local governments actively pursue development of urban residential and/or mixed-use projects because such development:

- Uses existing public infrastructure;
- Brings residents with disposable income, which provide economic support for retail/commercial uses;
- Helps meet overall housing needs and objectives;
- Supports public transportation objectives;
- Creates additional private sector investment; and
- Leverages other private and public development.

Current trends for urban residential and mixed-use development within downtown neighborhoods include:

- Continued strong interest and demand for such development;
- Evolving housing types (better design, higher density and higher quality development);
- Maturing of the market including emerging "niche" markets, i.e., loft/live-work units;
- A broader range of resident interest, including higher income households and empty nesters; and
- A continued need for private/public partnerships to make such development economically feasible.

Napa's Market Conditions

Based on a review of the Napa residential and commercial (retail and office) real estate market conditions in fall 2003, the following basic findings applied to rental apartments, ownership housing and commercial uses in the city of Napa:

Apartments

- Inventory of existing apartments in Napa is generally one-bedroom (43%) and two-bedroom units (55%), with very few three-bedroom units (2%);
- Average monthly rents were \$878 for one-bedroom units; \$1,095 for two-bedroom units; and \$1,381 for three-bedroom units;
- Newer apartment projects tended to be larger in unit size with higher monthly rents:
 - \$1,000 to \$1,300 for one-bedroom units;
 - \$1,250 to \$1,545 for two-bedroom units;
 - \$1,820 for three-bedroom units.
- The vacancy rate among existing apartment units was less than 3%.

Ownership Housing

- Average pricing for single-family detached (resale) housing in downtown Napa is approximately \$309 per square foot;
- Resale detached single-family pricing is greater than the average price per square foot for "new" detached single-family in Napa, Sonoma and Solano County (\$192 to \$242 per square foot);
- Average pricing for attached condominium and townhome units (resale) in Napa is approximately \$274 per square foot; Attached condominium/townhome resale pricing in Napa is approaching the range of new for-sale flats, lofts and townhome units in the East Bay region (\$286 to \$372 per square foot).

SECTION ONE

Commercial

- Retail and office market in downtown Napa is strong as indicated by increasing lease rates and relatively low vacancy rates;
- Retail space lease rates are in the range of \$1.50 to \$2.50 per square foot;
- Office space lease rates are in the range of \$2.00 to \$2.50 per square foot;
- Downtown retail and office lease rates are stronger than comparable lease rates in outlying suburban locations in the county.

Target Market

The typical market for new housing in downtown areas is young married and unmarried singles and couples, and empty nesters. Such people generally desire to live in downtown areas because they offer a wide variety of cultural, recreational, intellectual and social opportunities and experiences.

The three groups of persons that generally constitute the market for downtown urban housing are:

- Younger individuals in the 21- to 24-year-old age group;
- Individuals and couples in the 25- to 34-year-old age group; and
- Individuals and couples in the 50- to 59-year-old age group.

For the City of Napa, 15,726 persons or 23% of the population falls within these three age groups based on 2000 US Census information. Based on an average of 2.45 persons per household the 15,726 persons equals approximately 6,419 households.

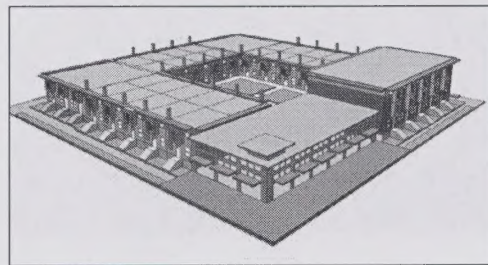
In terms of housing pricing for rental apartments:

- An annual household income of approximately \$46,200 to \$55,800 would be required to support the projected rental rates for the example one- and two-bedroom apartment units used in the analysis described below under Financial Feasibility (based on households paying 30% of its income for housing); and
- In the City of Napa there are an estimated 3,745 households with annual incomes in that range based on the 2000 US Census information.

For ownership units:

- An annual household income of approximately \$50,000 to \$75,000 would be required to support the projected sales prices for the example ownership units used in the analysis described below under Financial Feasibility (based on households paying 30% of its income for housing)
 - assuming a 30 year loan, 5% interest rate, 80% loan-to-value;
 - units of 900 to 1,600 square feet;
 - average sales prices at \$270 per square foot; and

In evaluating potential market support, the information regarding number of households in the applicable age group and household income categories could be compared to the number of housing units that could potentially be developed in downtown Napa. The strategy identifies a potential to develop in the range of approximately 275 to 1,090 housing units on the identified City, County and privately owned sites indicated



ABOVE:

*Mixed-use Ownership Prototype Block:
Condominium with Ground Floor Retail*

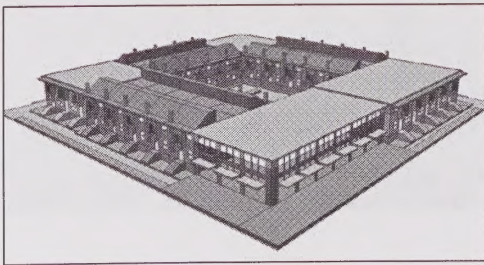
This photograph and illustration are representative of prototypes that were used to test the financial feasibility of mixed-use development with ownership housing. The parking is at grade in a "tuck-under" fashion.

on the map diagram on page 1-6 based on average densities of 10 to 40 units per acre. By comparison there are a significant number of households in the appropriate age and income categories in the City of Napa that could be potential renters and purchasers of such housing units.

Other potential customers of urban housing in downtown Napa would include:

- Downtown office and service industry employees;
- Employees of public or private institutions located in the downtown area;
- Current and former residents of neighborhoods adjacent to the downtown area; and
- People who regardless of demographic profile prefer urban living.

Taking into account all of the information for the City of Napa regarding appropriate age groups and annual household income categories in relation to the potential number of housing units, there appears to be more than sufficient market support for the extent of potential new rental and/or ownership housing units in downtown Napa.



ABOVE:

*Mixed-use Apartments Prototype Block:
Apartments, Office and Retail*

This photograph and illustration are representative of prototypes that were used to test the financial feasibility of mixed-use development with rental apartments. The prototype assumes structured parking.

Economic Feasibility

Working with the Stakeholders Group, there were five prototypical urban residential or mixed-use development projects tested for economic feasibility. The feasibility analysis was based on development of a standard downtown Napa block – 1.3 acres or 57,600 square feet – and included compliance with existing City of Napa Inclusionary Housing requirements. The analysis was intended to determine if:

- Different prototypes were viable from an economic perspective;
- Each prototype was able to pay for the cost of land; or conversely
- Whether implementation of a prototype would require public financing assistance in order to make the project economically feasible.

Prototype Case Studies

The five development prototype projects included the following:

Prototype “A”: Ownership Housing (Single Family)

Development of 26 attached or detached single family ownership units at a density of 20 units per acre; and individual attached garage parking.

Prototype “B”: Mixed-Use (Rental Apartments over Retail)

Development of 53 rental apartments at a density of 40 units per acre over neighborhood-serving retail space (7,200 square feet); and on-site structured parking.

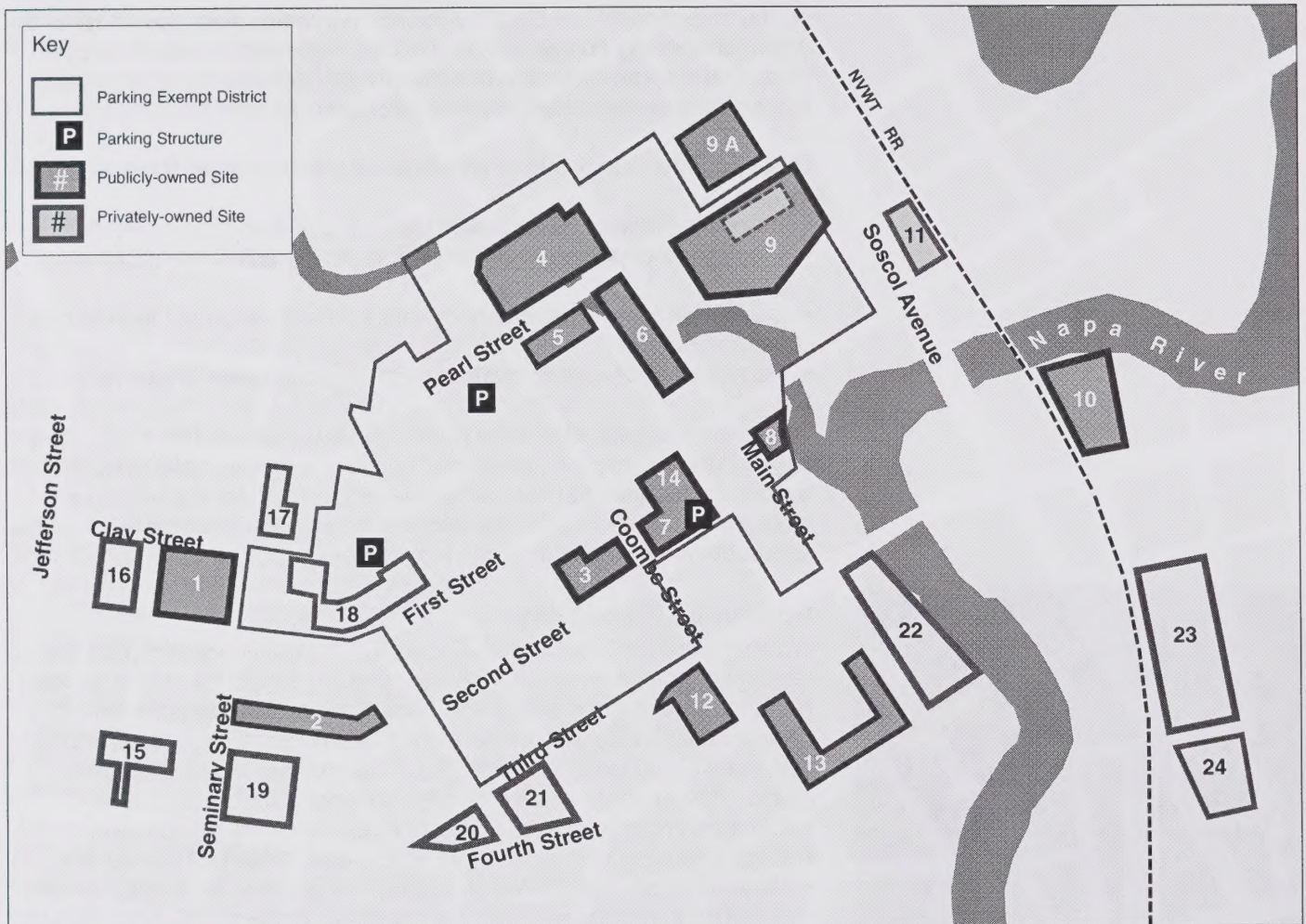
Prototype “C”: Mixed-Use (Rental Apartments/Retail/Office)

Development of 53 rental apartments at a density of 40 units per acre, neighborhood serving retail space (7,200 square feet); office space (24,000 square feet); and on-site structured parking (for residential and office uses).

Prototype “D”: Mixed-Use (Rental Apartments/For-Sale Lofts/Retail)

Development of 53 rental apartments and 5 for-sale loft/live-work units at an overall density of 45 units per acre; neighborhood serving retail space (4,800 square feet); and on-site “tuck-under”/surface parking (for

SECTION ONE



residential uses).

Prototype "E": Mixed-Use (Rental Apartments/For-Sale Lofts and Flats/Retail)

Development of 35 rental apartments, 6 for-sale loft/live-work units and 18 for-sale flats at an overall density of 45 units per acre); neighborhood serving retail space (4,800 square feet); and on-site "tuck-under"/surface parking (for residential uses).

"Key" Findings

Based on the economic feasibility analysis of the prototype projects, the following key findings indicate the potential of urban-scale residential or mixed-use development in downtown Napa:

- Ownership housing is the most economically viable for residential and/or mixed-use development;
- Ownership housing is better able to pay for underlying land costs, whereas rental housing may require public financing assistance;
- If a greater level of affordability is desired, a larger amount of public financial investment would be needed to make the project economically feasible;



ABOVE:

Proforma analysis determined ownership housing was the most economically viable for today's market.

LEFT:

Opportunity Sites

There were 25 opportunity sites that the Stakeholders Group identified for potential mixed-use or residential infill projects. Twelve of the opportunity sites are in public ownership and 13 are privately held (see page 1-9).



ABOVE:

Mixed-use rental and ownership mixed-use projects were more feasible at higher densities where the land and construction costs could be spread among a larger number of units.

- Neighborhood retail and other commercial uses (i.e. office space) could enhance the economic feasibility of mixed-use development;
- Increased densities for residential units (particularly rental apartments) would increase economic feasibility by increasing the “productivity” of the land area;
- Structured parking decreases economic feasibility;
- “Tuck under” parking is more cost effective, but difficult to do at higher densities because of the City’s current parking requirements; and
- Building and development fees can negatively impact economic feasibility of projects.

Potential Policy Considerations

The Stakeholders Group and participating City staff identified the following policy considerations, based on the project financial feasibility analysis of the prototype projects:

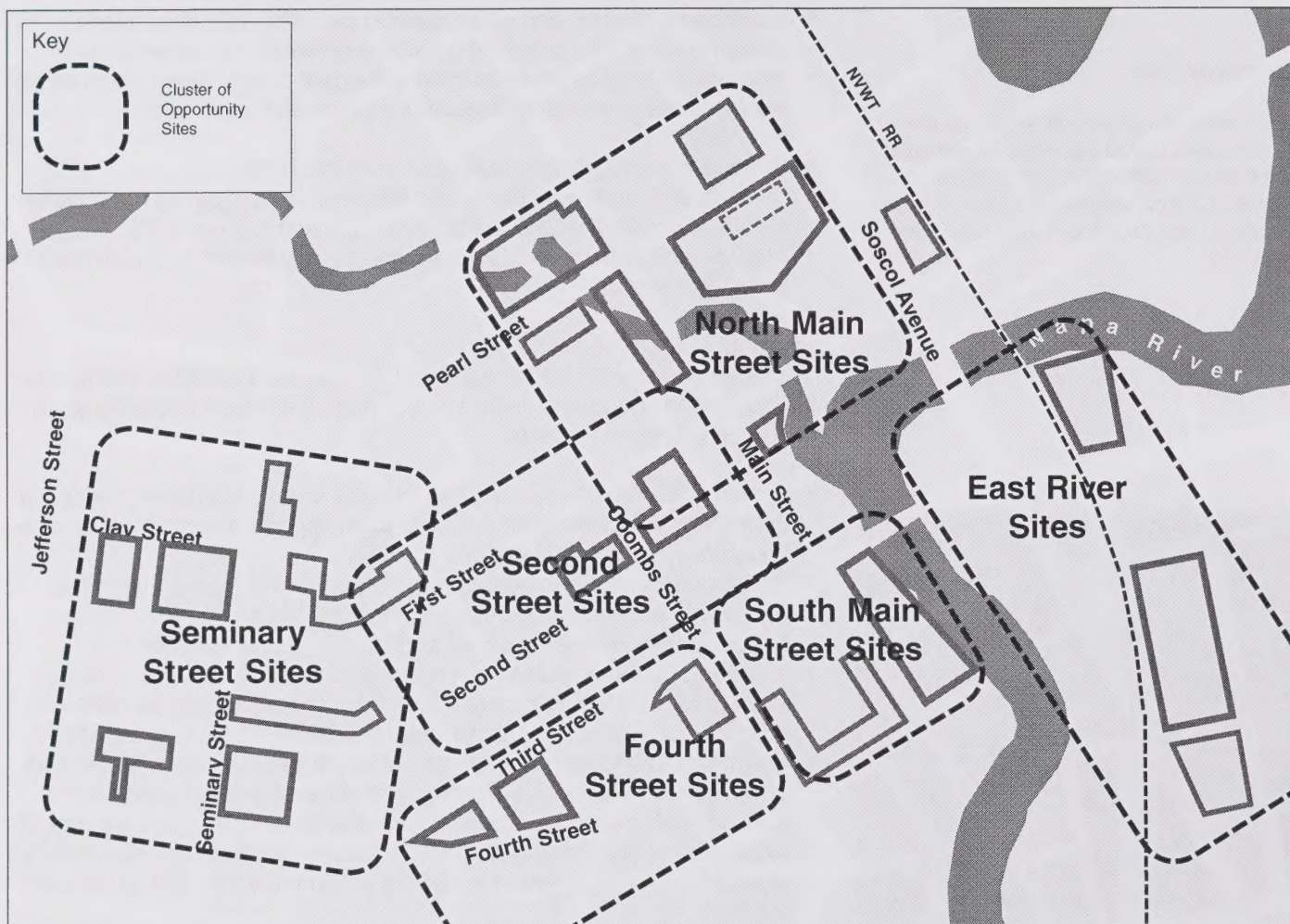
- A mixture of housing types in the “downtown neighborhood,” including both ownership and rental housing, is an important component of continued downtown revitalization.
- An urban downtown parking standard would help facilitate infill and mixed-use projects, recognizing shared uses of private parking and the availability of nearby public parking and transit facilities.
- A series of parking strategies should be employed, including: 1) operation of public parking garages to maximize their use for daytime and nighttime populations; 2) construction of additional parking facilities downtown that would consolidate parking for shared uses, thereby utilizing scarce land more efficiently; 3) consideration of a coordinated parking implementation when individual projects are proposed; and 4) expansion of the Parking Exempt District to include viable opportunity sites, and establishment of a parking in lieu fee to finance future parking facilities.
- Other regulatory standards may need to be modified to facilitate projects, such as allowable density and Flood Evacuation Area boundaries and standards.
- Care should be taken to ensure compatible commercial uses.
- The creation of new retail space should not erode the viability of existing retail.
- The first few projects may be especially challenged to attract debt financing and equity capital given the lack of comparable projects and untested market. Some level of public financing investment may be necessary to stimulate early projects.
- Rental projects will likely require a public subsidy in order to be economically viable, particularly those with greater levels of affordability.

Timing and Other Considerations

As the sites were analyzed for their development availability, it became apparent that very few sites are “ready to go” because external constraints impact their timing. For example:

- The schedule of the Flood Protection Project, removal of FEMA floodway and floodplain regulations and the subsequent remapping of flood insurance areas will impact the timing of several opportunity sites.

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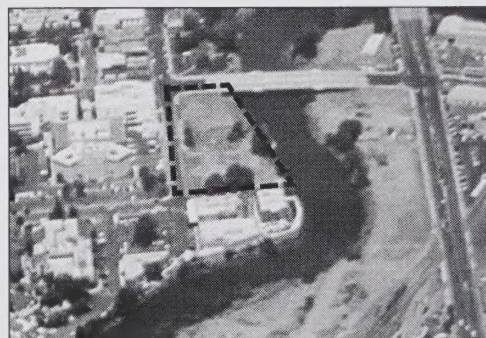
The Flood Project's schedule is driven by available funding from the federal government and can be subject to change.

- Napa County's future plans for the development of new County office space will impact the timing and availability of some potential sites.
- The interest of private property owners to participate in an infill residential or mixed-use project will dictate whether some sites are developed and when.
- Surface parking lots do not make viable infill development sites until replacement parking is available in nearby parking structures.
- Sites east of Soscol Avenue are being studied as part of the Soscol Avenue Gateway Visioning process.
- City-owned sites that contain City offices could be considered in the future as part of an effort to consolidate City departments into a single building.

Opportunity Sites

There were 25 opportunity sites that the Stakeholders Group identified for potential mixed-use or residential infill projects. (See the appendix for a complete description). Twelve of the opportunity sites are in public ownership and 13 are privately held.

The identification of potential opportunity sites took place throughout the



ABOVE:

This privately owned two-block opportunity site would help anchor the south end of Main Street and take advantage of the unique relationship with the Napa River.

LEFT:

Clusters of Opportunity Sites

Groups of opportunity sites can be planned to support one another and to better meet the economic, design and amenity objectives for different parts of the downtown.



ABOVE:

These photographs are of the northern section of Main Street. A cluster of publicly owned sites provide an opportunity to make Main Street a two-sided shopping street and take advantage of the natural setting of the Napa Creek.

process. Sites were reviewed extensively based on several factors to estimate their economic potential and development timing. Publicly owned sites contain public parking or existing office uses. Private sites are vacant, contain surface parking lots for private users or have existing low-density commercial uses. They also are subject to owner interest in redevelopment of the site. There may be other sites that would make good candidates for mixed-use or infill residential development in downtown that were not considered as part of this study.

There are clusters of sites in several locations. These may present an opportunity to create shared parking solutions, establish a social neighborhood focal point, and enhance pedestrian connections with ground-floor retail uses. These sites may also benefit from a coordinated implementation approach. Some interface with residential neighborhoods at the edges of downtown and others are spread throughout the central area of Downtown.

Because of their location, some of the sites have been included in more than one cluster. These clusters are conceptual, but demonstrate the potential to achieve urban design goals, such as creating a neighborhood, and land use efficiencies such as common parking solutions.

East River Sites

Three sites are located along the east side of Napa River. These sites also could contribute to the retail and residential success of Soscol Avenue. The east side of the Napa River at Third Street will be the trail head for a regional river edge pathway. These sites have a view of the river and the future promenade and other Main Street projects. They will be studied in more detail as part of the Soscol Gateway Visioning effort.

North Main Street Sites

Main Street contains many historic buildings. It also has parking lots and empty sites that leave portions of the street "one-sided" which handicaps the street's retail. Most of these sites face Main Street and Napa River or Napa Creek. There is a cluster of primarily public sites on North Main Street in the vicinity of Pearl Street.

South Main Street Sites

The sites at the southern end include a two-block site along the river edge and the County-owned property on the southwest corner of Main and Fifth streets. The larger parcel is in private ownership. It will play an important role in defining and activating the planned river promenade. Together, these sites can result in a two-sided mixed-use street that anchors Main Street, better connects the Napa Mill complex to the downtown, and helps implement an exciting part of the Napa River promenade.

First and Second Streets Sites: East End

Second Street has three opportunity sites. Three public sites located along the eastern end of Second and First Streets have parking and low-density office uses. These sites are in the center of Napa's traditional pedestrian-oriented storefront district. The First Street site can play a critical role in strengthening the linkage between the riverfront promenade and the First Street shopping district.

SECTION ONE

Fourth Street Sites

Fourth Street is the primary border between downtown and residential-office zoning. It is where traditional neighborhoods to the south connect to downtown. These sites are important transitional locations in terms of uses and design. There are three sites here. One is owned by the County of Napa and the other two are in private ownership.

Seminary Street Sites: West End

Clustered around First, Second and Seminary streets are seven opportunity sites. Fronting First Street, one full block is owned by the City of Napa and one site is privately owned with a bank and large surface parking lot. The western end of Second Street has three sites. Two are private with parking and low-density commercial uses. The third is the City Hall parking lot. They present opportunities to provide graceful transitions between the historic neighborhoods to the south and west and the retail shopping core of Downtown to the east.



ABOVE:

The photographs are of two full block opportunity sites. They show the City of Napa's Development Services building located at the intersection of First Street and Seminary Street and the Napa Record site at Seminary and Third Street.

SECTION TWO: URBAN DESIGN- CONCEPTS

To implement the community's vision of a mixed-use downtown, it is important to take a careful look at the existing General Plan and Zoning Ordinance to identify any necessary adjustments that will "set the table" for urban infill development; provide parking on a district-wide basis; outline how opportunity sites can be grouped to create an address for mixed-use projects; identify early phase projects; and provide development concepts to guide future developers as they embark on projects.



Vision of a Mixed-use Downtown

Imagine it is 2020. Napa's planning policies and related regulations supported the vision of a mixed-use and vital central district 16 years earlier. You are walking along the Napa River promenade, window shopping on Main Street, planning a dinner party in your new flat, and meeting a friend coming into town on a train.

Napa has a traditional, friendly downtown with a regional and international reputation. All of Napa's downtown historic buildings have been restored and are complimented by the scale and architectural character of contemporary development. The downtown has a strong open space framework of connected waterfront parks, plazas and walkable streets. There are places to go and things to do. The Opera House Theater has completed its 17th season since its renovation was completed in 2003 and several other venues offer entertainment.



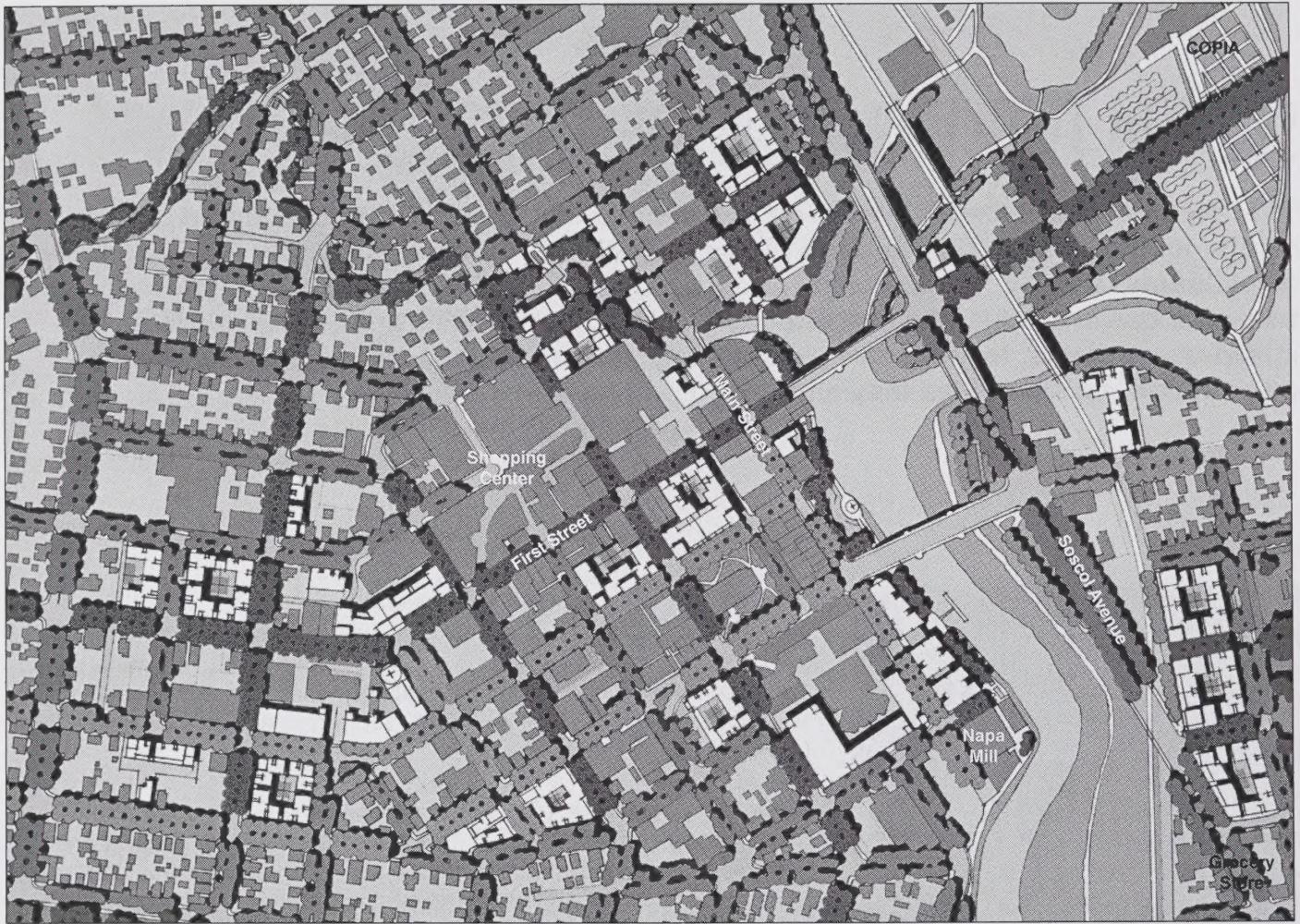
ABOVE:

The Strategy builds on policies and the existing historic fabric of downtown and adjacent neighborhoods. It will result in a unique residential and economic opportunity for investors, residents and tenants to be part of a community renown for its integration of natural, cultural and economic assets.

Downtown provides a variety of housing choices. New small apartments provide affordable and centralized housing for Napa's workforce; townhouses and street-oriented flats ring the downtown and transition from the traditional neighborhoods; beautiful condominiums with a view of the Napa River are a short walk from COPIA and downtown's cultural scene.

Napa's neighborhoods benefit from new downtown investment. There are activities and places that serve as civic amenities. The new arts and performance venues, civic plazas and parks are favorite places for evening concerts and community events.

This future was made possible in part because the 2004 Downtown Mixed-use and Infill Residential Development Strategy, which integrated the City's policies and plans, community input, and development opportunities into a set of urban design concepts and implementation steps.



Design Principles

The Strategy for mixed-use and residential development supports the revitalization of Downtown. It encourages graceful transitions between the commercial core and residential neighborhoods, and strengthens the commercial and retailing economic base. Most importantly, it demonstrates the potential excitement and richness of downtown's walkable streets, river orientation, cultural facilities, and historic ambience.

The Design Principles include overall guidance for urban design, mixed-use and residential infill development. They complement Napa's Riverfront Design Guidelines and Residential Design Guidelines.

Urban Design Principles

The urban design principles describe the expectations for the overall structure and form of downtown infill residential and mixed-use projects. They make "assignments" for opportunity sites.

- *Urban Design Principle 1.* New projects should enhance pedestrian and open space connections and add to downtown's pedestrian orientation.
- *Urban Design Principle 2.* New development should take advantage of the Napa River as a downtown amenity and setting for recreation,



ABOVE:

January 7, 2004 Community Workshop

Participants in the community workshop identified overall urban design, mixed-use and residential infill planning principles that are used to inform planning and design concepts in the Strategy. See the Appendix for the Workshop Summary.

LEFT:

The Urban Design Concept Plan demonstrates how new mixed-use and residential development can fit in and enhance downtown's pedestrian-scaled environments.

RIGHT:

This sketch shows the potential design of a residential project on First Street near existing residential neighborhoods. The drawing illustrates a two-story townhouse project with front yards and stoops facing the street.

BELOW: Site photograph



ABOVE:

These developments include the types of storefront and shopping edges the Strategy envisions in Napa's downtown.

residential development, special-event venues and shopping.

- *Urban Design Principle 3.* New development should fit into different sub areas or "zones" of the downtown that have unique qualities and their own aesthetic or functional identity.
- *Urban Design Principle 4.* Projects should facilitate connections to downtown's surrounding neighborhoods.

Mixed-use Principles

Mixed-use principles identify key locations for mixed-use projects that further economic objectives.

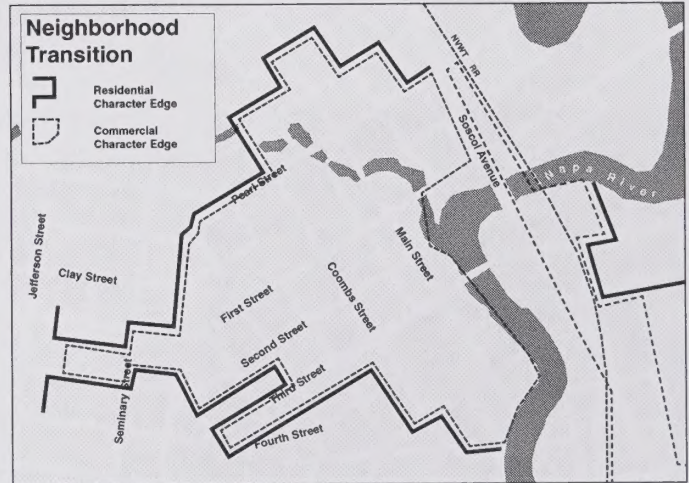
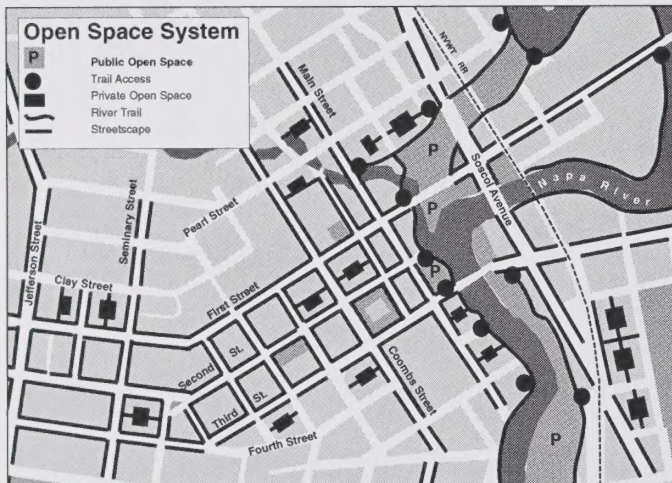
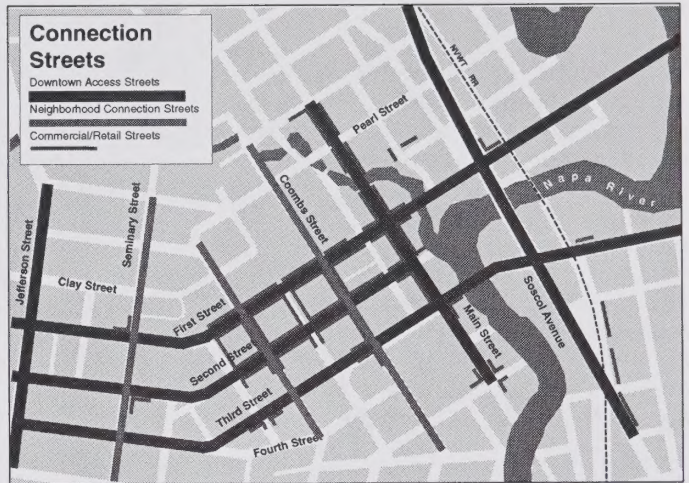
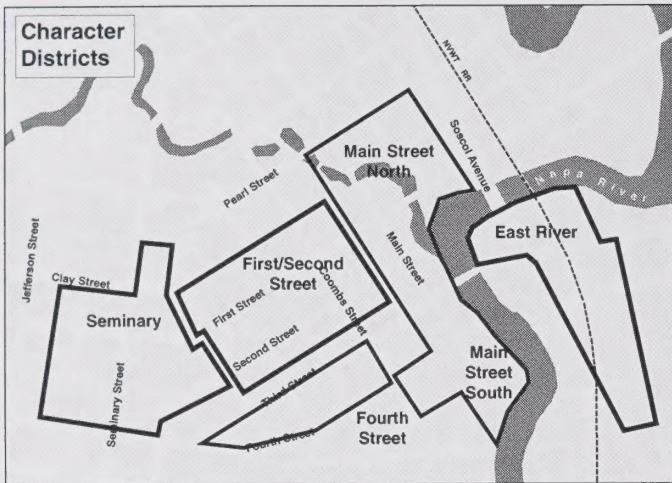
- *Mixed-use Principle 1.* Mixed-use development should reinforce and mend retail frontage on Main Street.
- *Mixed-use Principle 2.* North and South Main should be anchored with exciting river- and street-oriented mixed-use projects.
- *Mixed-use Principle 3.* A combination of residential mixed-use, retail development, and renovation should reinforce shopping on First Street.
- *Mixed-use Principle 4.* Mixed-use development with a residential component should incorporate appropriate work force and affordable housing when economically feasible or when public subsidy is available to make the project feasible.

Residential Infill Principles

Residential infill principles pertain to sites that may be entirely residential and may provide a buffer or transition between areas.

- *Residential Infill Principle 1.* Residential uses (without retail/commercial uses) are appropriate around the western fringe of downtown.
- *Residential Infill Principle 2.* River and creek frontage sites should make the most out of the views and shape and activate the future promenade.
- *Residential Infill Principle 3.* Certain sites will provide a transition between traditional residential areas and the more commercialized downtown sites.

SECTION TWO



Urban Design Concepts

Urban design concepts for the downtown identify unifying characteristics for specific “character areas”; retail and commercial addresses; open space and streetscape systems; and transitional zones that interface with existing neighborhoods.

Concept 1: Downtown Character Areas

The design concepts for areas with similar land uses, building orientation, massing, scale and setbacks are enhanced by infill mixed-use and residential projects. Design concepts shape five character areas.

- *Main Street*—North and south ends of Main Street are to be designed to complete a two-sided storefront shopping street, frame open spaces, and/or orient towards the Napa River or Napa Creek.
- *East of River*—On the east side of the river, new development should support the future location of an intermodal transit facility and possible future reuse of the Napa Valley Expo site.
- *First/Second Street*—At the core of the traditional shopping district, development in this area should reflect the scale and the pattern of ground floor uses that make downtown Napa an enjoyable walking experience. New development here would need to strengthen the



ABOVE:

This stone building on Main Street is a local landmark that can help establish the character for new infill mixed-use development.

LEFT:

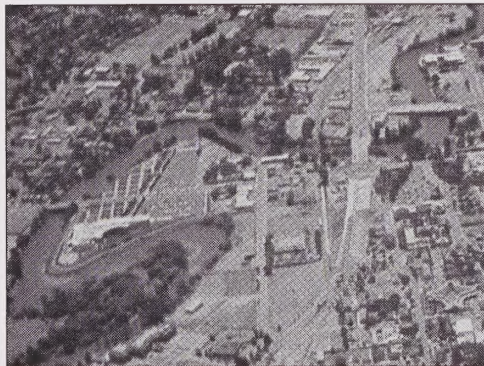
These diagrams illustrate the Strategy's urban design concepts. They include:

- Downtown Character Areas
- Connection Streets
- Open Space and Streetscape System
- Residential Neighborhood Transition

RIGHT:

This sketch shows a mixed-use development located on the Napa River. The site anchors the southern portion of Main Street and complements investment in the Napa River Inn.

BELOW: Site photo



ABOVE:

The Napa River and Napa Creek are undergoing a transformational engineering project that will introduce natural flood control solutions. The design will result in a linear open space and recreation system connecting downtown to a regional trail system.

existing shopping environments.

- *Fourth Street*—The west end of this area transitions to the historic neighborhoods to the south of downtown. New projects should be designed to reflect the two-story scale and front yard setbacks along streets with residential structures, and provide a storefront orientation and commercial street setback on Third Street.
- *Seminary Street*—This area would be designed to reflect the traditional residential neighborhoods that are north of downtown. Sloped roofs, two and three-story scale, and yard setbacks would resemble residential rather than commercial streets.

Concept 2: Retail Addresses

The two primary retail and commercial streets in downtown are First and Main Streets. These streets can be enhanced with mixed-use development. Secondary shopping streets including portions of Coombs, Randolph, Franklin, Second, and Third Streets can also be improved by mixed-use development.

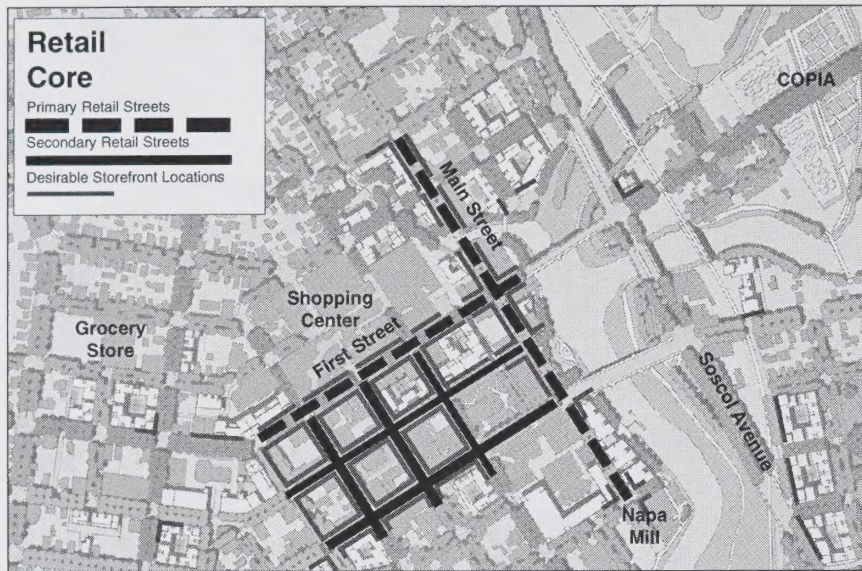
- *Primary Shopping Streets*—First and Main Streets should be developed with storefronts. The developers, downtown business association and Redevelopment Agency would endeavor to attract the mix of tenants that improve the vitality of the streets.
- *Secondary Shopping Streets*—These streets should also include ground floor commercial uses with storefronts but also could include live-work.

Concept 3: Open Space and Streetscape System

The open space concept connects the river open space system to downtown parks, plazas and primary walking streets. It provides the structure for the public domain and assigns design roles to development sites and streets to complete the system.

- *Napa River*—The Downtown Riverfront Urban Design Plan identifies a system of passive and active open spaces linking the river to the

SECTION TWO



LEFT:

This diagram illustrates the Strategy's overall retail street concept for Downtown's core retail district. It shows the primary and secondary retail streets. New development on these streets would reinforce this system ensuring continuity in the shopping experience.

downtown. New mixed-use and residential projects should contribute to the implementation of these open space concepts and further expand the open space system to connect to other parts of downtown and to private open space.

- **Community Parks**—Veterans Memorial Park and Fuller Park are important public parks in the downtown area. These parks and the formal lawns around the Post Office and Court House are connected by streetscaping and provide a civic framework that connects urban plazas, parks, the river, downtown and the neighborhoods.
- **Private Open Space**—New residential and mixed-use common open space would become a visibly connected part of the overall open space system. Glimpses of courtyards should be possible from public streets.
- **Streetscape**—Every new project should contribute to downtown's streetscape plan by adding trees, paving, furniture and lighting that provide continuity to the pedestrian experience.

Concept 4: Residential Neighborhood Transition Sites

Appropriate transition between downtown mixed-use and residential projects and existing neighborhoods is an important policy. This concept indicates the location and types of transitional design features assigned to various residential infill sites.

- **Residential Edges**—New residential projects that are located adjacent to residential neighborhoods (and RO Zones) should be designed to reflect the transition in use, scale and orientation of existing housing. This includes front yards, porches, roof slope, and architectural elements.
- **Commercial Edges**—Mixed-use projects that are located between commercial and residential areas should bridge the two uses. The height, orientation, and setbacks should be similar to existing residential block faces and transition into the commercial street edge.



ABOVE:

Veterans Memorial Park is an important civic space perched on the Napa River. This park will be renovated as an amphitheater that is connected to the promenade.

SECTION THREE: PLANNING STRATEGIES

Section Three provides a summary of planning strategies. These include regulatory strategies for zoning and special overlay districts; modifications to the downtown parking district to better support retail, residential and pedestrian orientation objectives; and phasing concepts.



ABOVE:

Private open spaces would be located and designed to be visually connected to the downtown open space and street system. Glimpses from streets of courtyards and small parks makes the projects more socially connected.

Downtown Area Zoning

The mixed-use and residential infill opportunity sites that were analyzed as part of this Strategy are located in several zoning districts. The MU and three commercial districts permit residential uses. The PQ district does not permit residential as this zoning and General Plan category recognizes major public institutions. Mixed-use projects on PQ sites will need a General Plan amendment and rezone as part of a development application. The following description of zoning designations includes allowable densities and heights permitted in each district.

Downtown Commercial (CD) – (13 sites are zoned CD)

Applies to the city's historic commercial core. Provides for retail, administrative and other office uses, institutional, recreational, entertainment, arts and cultural uses, hotels, conference facilities, transportation facilities, public and quasi public uses, and similar uses that strengthen downtown's role as the community's center. Encourages residential development as part of a mixed-use development or as a separate use in some cases. Design should respect massing and historic character of nearby buildings.

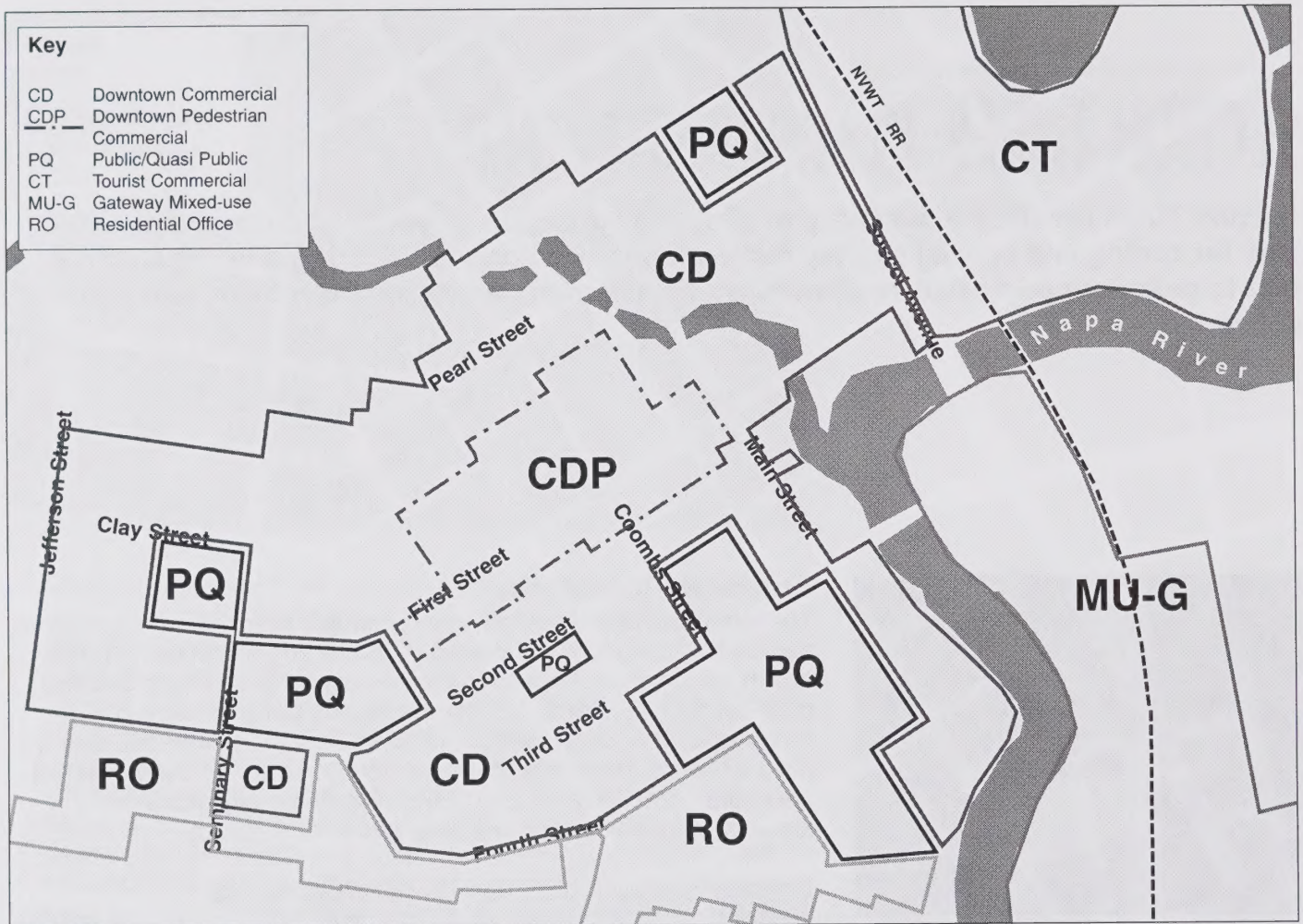
- FAR/density: 1.25 FAR to 4.0 with conditional Use Permit (UP), 10 to 40 dwelling units/acre
- Height: 40' to 50' with Planning Commission design review

Downtown Pedestrian Commercial (CDP) – (2 sites are zoned CDP)

Provides for a pedestrian-oriented retail center in the heart of the downtown commercial area. The CDP District encourages a mix of active ground-level retail and personal service uses, while office, residential and other supporting uses are encouraged at basement or upper levels.

- FAR/density: 1.25 FAR to 4.0 with UP, 10 to 40 dwelling units/acre
- Height: 40' to 50' with Planning Commission design review

SECTION THREE



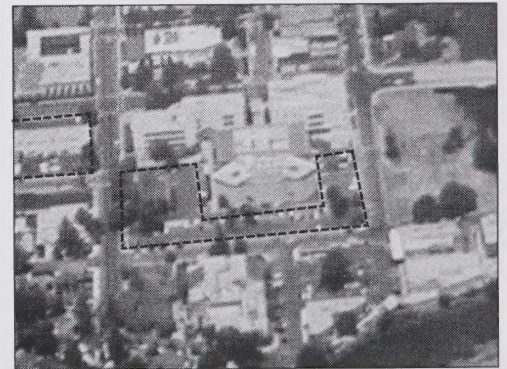
Tourist Commercial (CT) – (1 site on east side of Soscol is zoned CT)
Provides for uses that are oriented toward tourists and other visitors to the community. The district encourages lodging and their related amenities and recreational facilities. It also includes community and visitor-serving retail commercial, entertainment, restaurants and similar compatible uses. As the underlying zoning General Plan category is “mixed-use”, residential uses are also possible.

- FAR/density: 1.00 FAR, 10 to 40 dwelling units/acre
- Height: 40'

Public/Quasi Public (PQ) – (5 sites are zoned PQ)

Properties dedicated to community-serving purposes, such as government offices and related community service facilities, public schools and private schools with a significant enrollment, and major community health facilities. Conference, exhibition, entertainment and other public gathering uses may also occur in large facilities.

- FAR/density: 0.40 FAR
- Height: determine through project review
- Mixed-use or residential projects would need a General Plan amend-



ABOVE:

This is an aerial view of the Napa County properties on Main and Coombs Streets. The sites are zoned Public/Quasi-public (PQ).

LEFT:

Existing Downtown Zoning

This map shows the various zoning districts in the downtown. Zoning and General Plan identify the quantitative criteria for development. Napa uses Floor Area Ratios (FAR's) to convey intensities for commercial uses. The allowable FAR is the ratio of building area to site area. Dwelling units per acre (du/a) describes the density of residential uses. For some types of uses, a conditional Use Permit (UP) is required.



ABOVE:

This site is located on Second Street . Currently used for private parking, it is a transitional location between downtown and residential neighborhoods to the south and west. The site is zoned Residential Office and allows up to 15 dwelling units/acre and commercial uses.

ment and rezone as part of a development application

Residential Office (RO) – (1 site is zoned RO)

Applies to existing mixed residential and office areas primarily along arterials and collectors. This district is meant to retain and encourage residential uses; office conversions of existing residential uses are discouraged and shall be evaluated. Uses included residential uses, offices oriented to provision of business and professional services, live/work, residential/office mixed-use developments, bed and breakfast inns and public and quasi-public uses. Design is to be compatible with design characteristics of the surrounding neighborhood.

- FAR/density: up to 15 dwelling units/acre
- Height: 35' or 3 stories, whichever is less

Gateway Mixed-use (MU-G) – (2 sites on the east side of Soscol are zoned MU-G)

Provides interim mixed-use zoning based generally on the Soscol Design Guidelines “desired uses”, and Gateway Vision work for general use, development and design direction. The district continues to emphasize commercial, attached residential and mixed uses similar in most respects to other city Community Commercial Districts. Allows a wide variety of commercial, office and residential uses.

- FAR/density: 0.40 FAR, 10 to 40 dwelling units/acre
- Height: 40'

Traditional Residential Infill (RT-5) – (1 site east of Soscol is zoned RT-5)

Applies to historic neighborhoods – new development will complement the existing neighborhood and its design characteristics. Flexibility in street setbacks and yards is permitted to provide compatible design. Provides for low-density detached and attached single family homes, second units, clustered and planned developments, duplexes, triplexes, manufactured housing, group residential, live-work housing and similar compatible uses such as day care and larger residential care facilities. Bed and breakfast inns, and public and quasi-public uses may also be allowed in appropriate locations. Mixed use development on this site would require a General Plan amendment and corresponding rezoning. Such a change is expected to be evaluated during the Gateway planning effort.

- Density: 3 to 7 dwelling units/acre
- Height: 30'

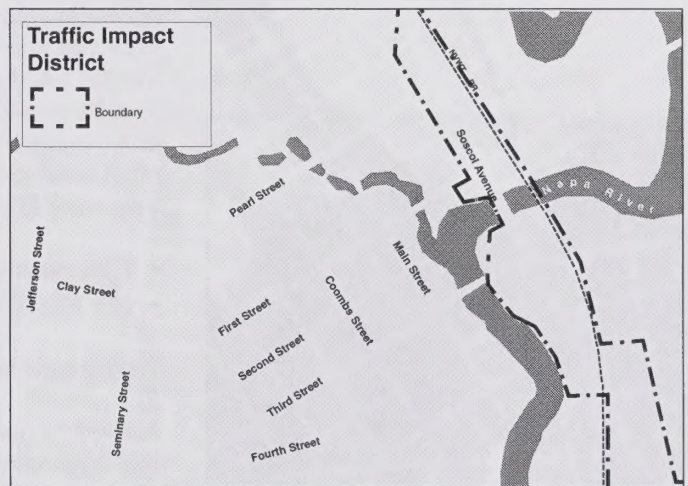
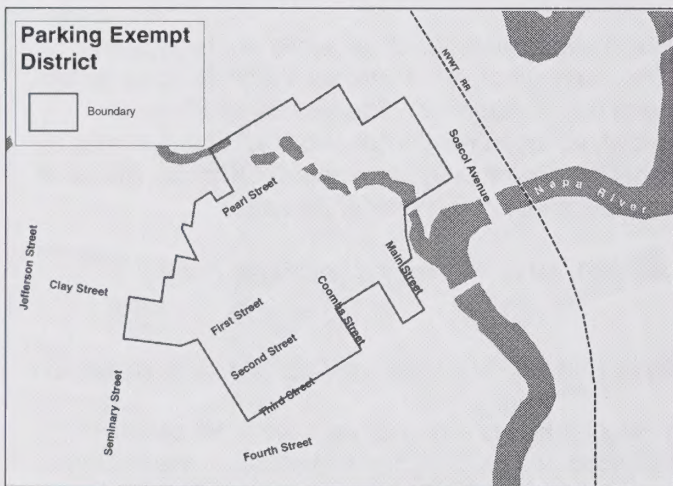
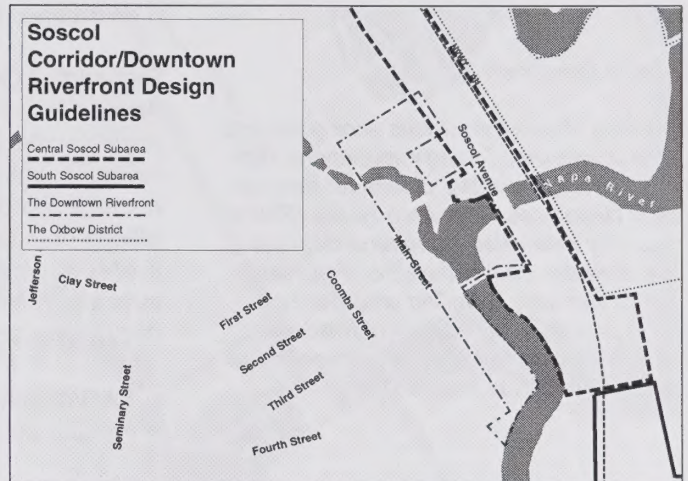
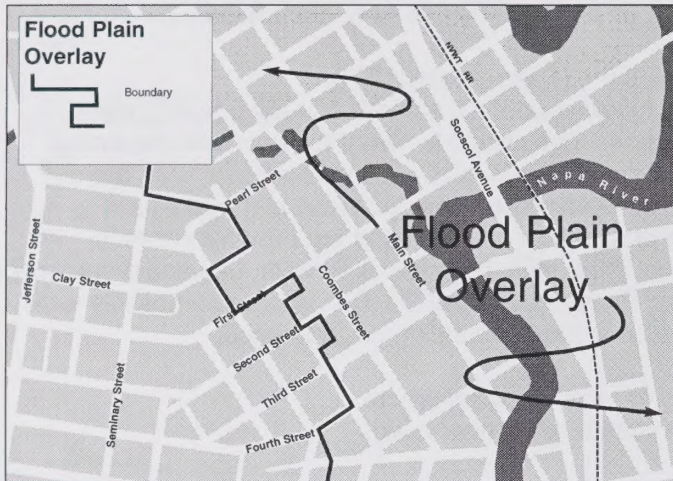
Overlay Districts and Special Considerations

In addition to zoning, the Downtown has a variety of other overlay districts. These districts address technical and policy issues particular to different parts of the Downtown. These include overlays for parking, design guidelines for Soscol Avenue and the Napa River, flood plain, and high traffic corridors.

Parking Exempt District (PE)

Projects do not have to provide on-site parking and loading except for

SECTION THREE



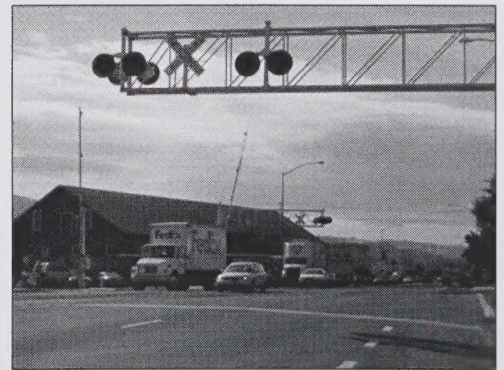
residential uses in the PE zone. Businesses pay a surcharge on their business license fee to support construction and ongoing maintenance of public parking structures. Also, for residential projects located in the PE overlay district, guest parking is not required; offsite parking or use of on-street parking for a limited number of units (typically 3 or fewer) may be authorized by the Planning Commission with approval of a use permit.

Soscol Corridor/Downtown Riverfront Design Guidelines (SC)

Development projects along the Soscol Corridor, including a portion of Silverado Trail, and along the downtown riverfront including in the Oxbow District, are subject to specific design guidelines that provide additional height and setback flexibility. This overlay also requires Use Permit for uses not listed as "desired uses" in Soscol Guidelines.

Traffic Impact (TI)

Projects located on Soscol Avenue may be subject to providing a traffic study and discretionary review. In unusual cases projects could be subject to a 20% added parking requirement if the Public Works Director found that onsite parking would not be adequate to prevent overflow parking onto Soscol Avenue.



ABOVE:

This site on Soscol Avenue is zoned for Mixed-use allowing up to 40 dwelling units/acre and 0.40 floor area ratio.

LEFT:

Overlay and Special Districts

- Flood Plain Overlay
- Soscol Corridor/Downtown Riverfront Design Guidelines
- Parking Exempt District
- Traffic Impact

RIGHT:

This sketch shows how Main Street could be transformed with development of a mixed-use project on an existing parking lot.

Below: Main Street site photograph



ABOVE:

The Flood Protection Project is being implemented. The first phase of the east side of the Napa River floodway is shown above, with new flood plain and marsh terraces.

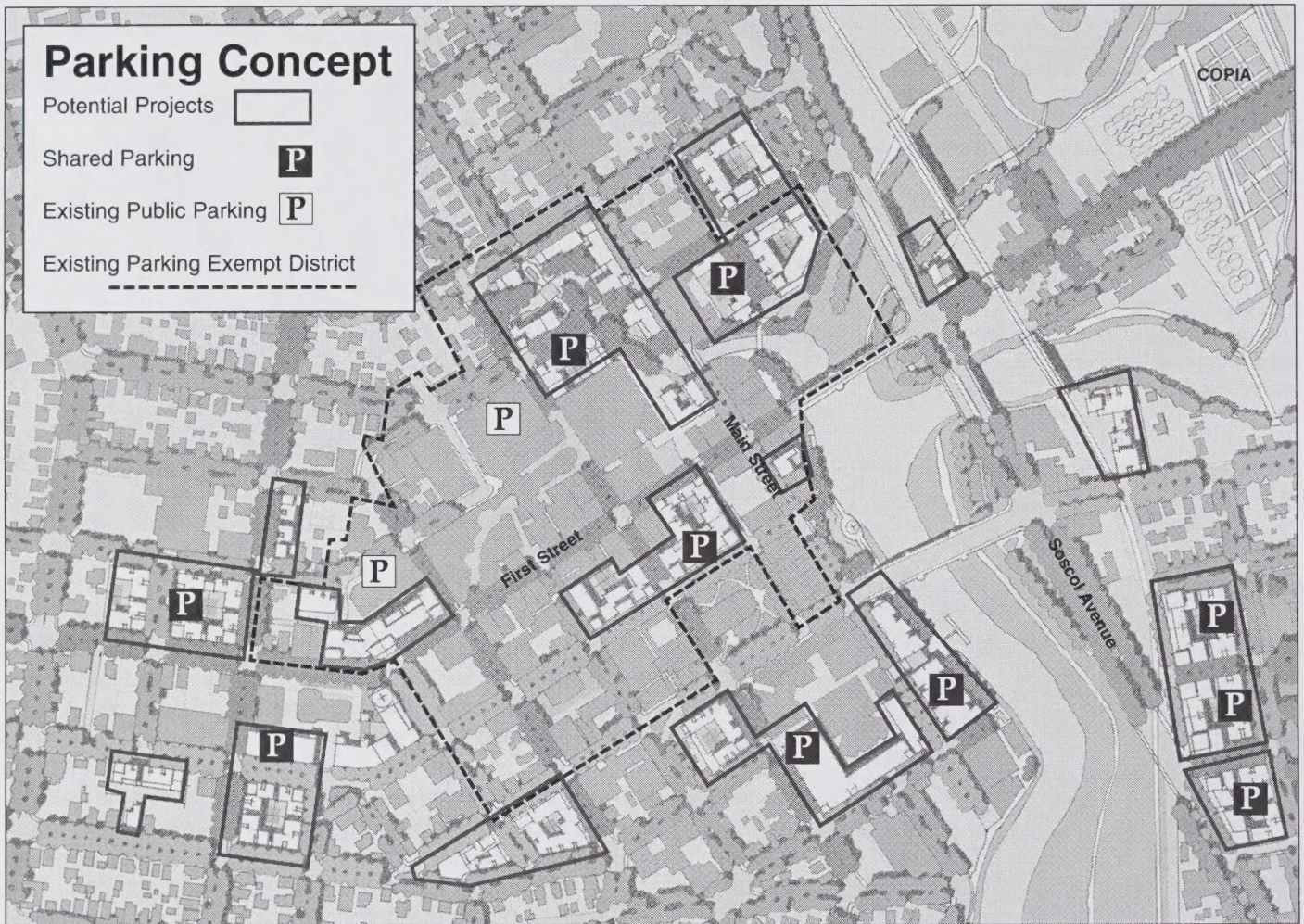
Flood Plain Overlay (FP)

Projects in the flood plain are subject to engineering design criteria, buildings must be elevated to one foot above base flood elevation and attendant utilities and sanitary facilities must be constructed to resist flood damage. Flood proofing structures can add a significant cost to projects. Within FP are the following subareas:

Floodway: Floodways are extremely hazardous areas due to the velocity of flood waters which carry debris and have greater erosion potential. New development projects are prohibited in the floodway unless a floodway development analysis is provided demonstrating that such new development shall not result in any increase in the base flood elevation during the occurrence of the base flood discharge. (17.38.080).

Flood Evacuation Area: Similarly, there are additional regulations for residential development in portions of the FP zone, called the Flood Evacuation Area (FEA) (17.38.070). Residential developments consisting of five or more units, including mixed-use projects, are required to provide a flood evacuation plan, which is subject to approval by the Public Works Director. The FEA ordinance was established in 1987 to minimize impacts to residents and emergency services caused by new residential development in the area.

Flood Protection Project: In connection with the FP zone is the Flood Protection Project that impacts several of the opportunity sites. The City has adopted a Napa River Flood Protection Project Ordinance (17.52.300) that limits uses of properties affected by the flood project to allow for orderly completion of the Project. New development applications on sites affected by the FPP are subject to a written determination of approval from the Community Development Director after consultation with the Flood Protection Project Manager that the project will not materially frustrate, delay, impede, or be detrimental to the orderly consideration, study and implementation of the Project.



Historic Preservation

In addition to zoning overlays, some sites may have historic buildings on them. Based on City surveys, buildings with historic qualities are assigned a rank of 1, 2 or 3, and maybe subject to a "Certificate of Appropriateness" for remodeling, expansion and demolition, in accordance with Chapter 15.52 of the Napa Municipal Code. Staff may review minor changes; other changes are reviewed by the Cultural Heritage Commission.

Planning Strategies to Facilitate Infill Development in Downtown

One of the overriding topics raised during the course of this study has been zoning regulations – in particular parking requirements and allowable densities – and the impacts on mixed-use development. Below is a menu of actions the City and/or Agency could take. Specific recommendations are provided in SECTION FOUR: Implementation Plan.

Increase Downtown Densities

After analyzing the project prototypes in the previous section it became apparent that in order for mixed-use and residential infill to be successful in Downtown Napa it may need to occur at a slightly higher density



ABOVE:

There are several public parking lots and structures in the downtown. As new mixed-use and residential development takes place, new parking structures will be needed to support retailing and commercial activities.

LEFT:

This diagram shows proposed projects and opportunities for shared parking facilities. These shared facilities could provide parking for commercial uses, residential visitors, and/or resident parking. They could include both replacement parking for existing parking lots and new uses. Other indicated projects would include parking for their needs only.



ABOVE:

These three- and four-story downtown mixed-use developments break up their massing and create pedestrian-scaled edges and spaces.

than currently allowed in the General Plan. The proformas indicate that 45 units per acre would provide greater financial feasibility. Today's downtown standards allow a maximum of 40 units per acre.

Reduce Downtown Parking Standards

Many cities have reduced their minimum parking standards for their downtowns, in recognition that parking solutions in urban centers should be different than in suburban neighborhoods. Peak parking demand varies throughout the day, depending on the land use, and public parking garages can serve the need for both daytime and nighttime users, allowing more efficient use of private sites. Public transit is available in urban centers, as in Downtown Napa. As more residents live in Downtown near public transit facilities, the greater the potential use of transit as an alternative to the automobile.

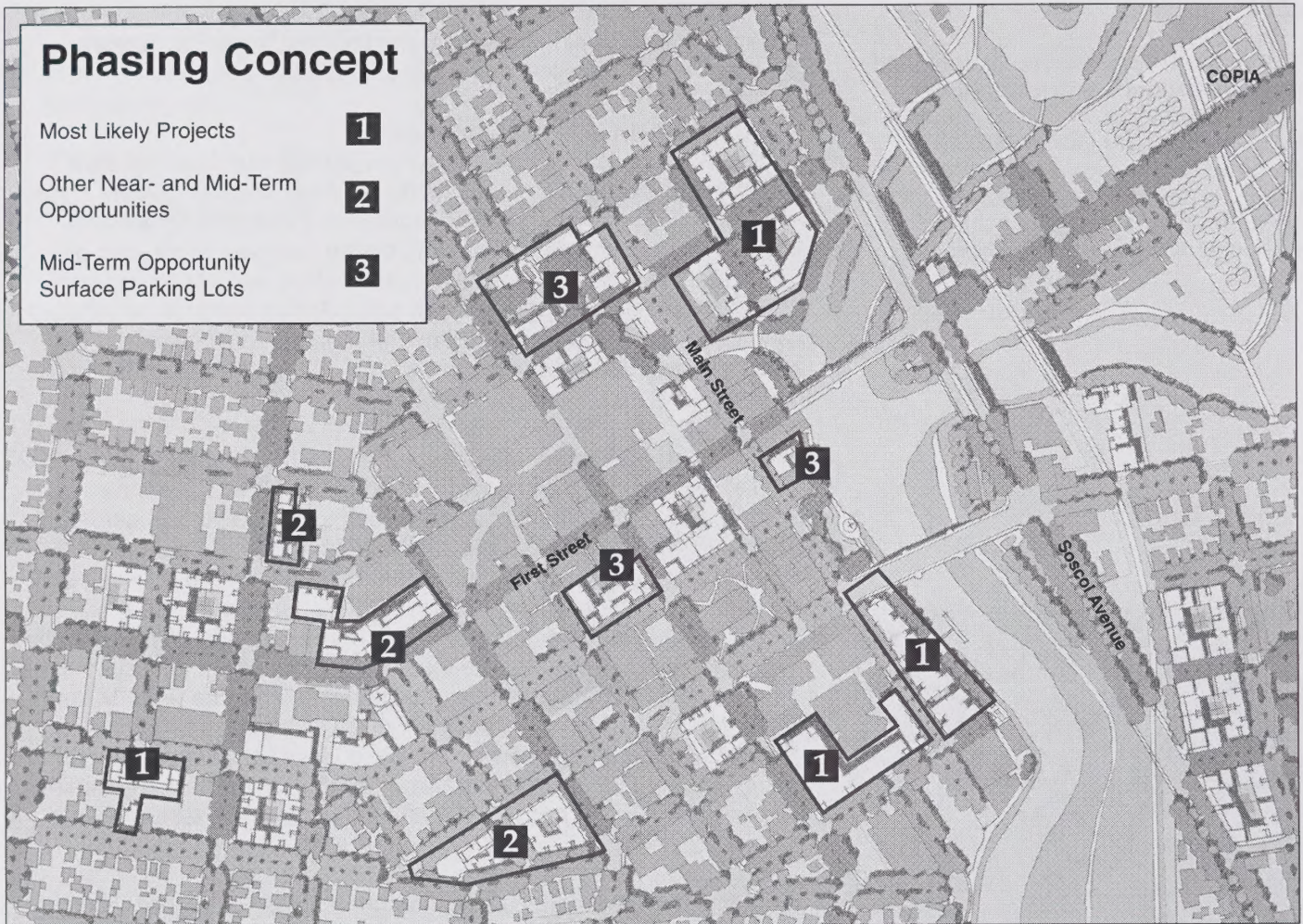
Staff reviewed parking demand information that indicates the City's small unit (i.e., studio and one-bedroom) standards in particular are high compared to demand. Staff also gathered downtown parking standards from several North Bay communities, including Santa Rosa, Petaluma, Novato, Sonoma and San Rafael. These communities have developed successful infill residential or mixed-use projects, or have projects underway. Several have taken proactive measures to facilitate urban living in their downtowns. With the exception of Sonoma, these communities have adopted "urban parking standards" appropriate for their downtowns. It is recommended that Napa follow their lead. The proposed parking revisions would allow residential guest parking to occur on-street and reduce per-unit parking requirements to a limited extent. In addition, non residential parking standards were reviewed and changes are recommended.

The Implementation Approach section of this report describes recommended changes to the parking standards for the CD and CDP zones, along with other minor alterations to the Zoning Ordinance (see Appendix.)

Amend Parking Exempt District

The downtown Parking Exempt District currently encompasses approximately 24 blocks. There are 13 public parking lots, 3 parking structures and 965 on-street spaces providing over 2,400 public parking spaces. Within this area, commercial development is not required to provide on-site parking, but rather the businesses within the project pay a surcharge on their business license fee to support downtown parking facilities. This provides each property an opportunity to optimize the use of land and contributes to the pedestrian-scaled continuity necessary for a successful storefront shopping environment. It also makes projects more feasible by providing cost-effective, consolidated parking facilities.

Using any of the existing public parking surface lots for development would require construction of replacement parking. Building more parking resources would provide an opportunity to expand the boundaries of the Parking Exempt area to incorporate a few key sites. This would support development of mixed-use projects by allowing them to provide parking off-site for commercial uses, and possibly for residential uses in some cases. The parking district strategy recommends extending the



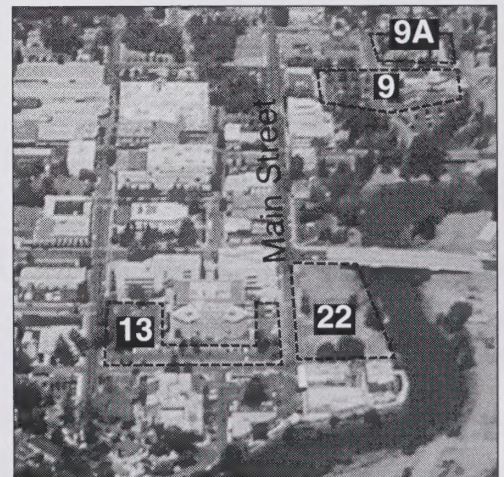
Parking Exempt area in the north and south Main Street area to support development of mixed-use projects in those locations in conjunction with new public parking facilities.

Expanded and consolidated parking facilities are a critical means to assist in redevelopment and revitalization activities in urban downtown areas by allowing for continuous storefronts and more compact development, and preservation of open space. A district approach to structured parking could be developed with public financing or a combination of public and private sector financing.

Establish Parking In-Lieu Fee

In conjunction with expanding the Parking Exempt area, the strategy recommends creating a parking in-lieu fee to contribute to the cost of constructing new public parking structures in the Parking Exempt district. Conceptually, this fee would be applied to net new square footage that is constructed in the Parking Exempt district, and would supply off-site parking spaces for new non-residential development.

The three existing public parking garages were constructed 20 years ago. In 2002, the Redevelopment Agency commissioned a downtown



ABOVE:

Sites 22, 13, 9A and 9 are potential early phase development sites. These sites would activate Main Street and contribute to the Napa River promenade.

LEFT:

This map shows near- and mid-term opportunities to develop mixed-use and infill housing. Main Street and the Napa River promenade can be transformed by investment in these sites.



ABOVE:

Replacement parking for downtown shopping, entertainment and residential uses will need to be developed parallel with new mixed-use projects.

parking supply and demand study, which analyzed future demand based on projected build-out. It concluded that parking supply, particularly on the east end of downtown near Main Street, already is at capacity during peak demand hours and cannot sustain new development without adding new parking. To remedy this, the Redevelopment Agency, City and County are working toward providing a new structure near the County's Administration building on Site 13. In the North Main area, the parking supply will be further impacted by the construction of the future bypass channel, which will result in the loss of approximately 122 surface parking spaces in Lot X and surrounding areas. It will be critical to replace the lost spaces and to supplement the current supply to provide for future demand in the North Main area. The parking in-lieu space fee will be an essential component to ensuring sufficient parking to support the demand generated by continued private investment.

Evaluate Flood Evacuation Area

Fourteen opportunity sites are located in the Flood Evacuation Area (FEA). Now that several components of the Flood Control Protection Project have been completed, and other key project elements are anticipated to be completed in the downtown, staff suspects some properties are receiving greater flood protection than when the FEA was established. Therefore, it may be appropriate to evaluate the FEA and consider amending the boundaries.

Phasing of Potential Projects

As discussed earlier, there are a number of challenges for downtown's opportunity sites including completion of the Flood Protection Project, replacement parking, assembly of sites, and existing buildings and tenants. Therefore, it is most likely that initial development activities will focus on "early phase" sites with a set of parallel activities that facilitate the second phase of sites. These activities would include land assembly, replacement parking, and public facility planning. Summarized below is the estimated timing of projects that based on the identified constraints.

Estimated Timing of Potential Lead Projects

Near- to Mid-Term – 2005-2008: The sites that seem most likely to be good candidates for residential infill or mixed-use development in the near to mid term are:

- Site 9—Partly owned by Agency, City and private party. Would require assembly or a partnership with the private owner. A future parking structure will be essential in this area.
- Site 9a—Owned by Napa Sanitation District. Site may become available, and could be acquired for a phased project in combination with Site 9.
- Site 13—County-owned site, a portion of which is being considered for future mixed-use development in conjunction with a 500-space public parking garage.
- Site 15—Owner has expressed some interest for a residential infill project with parking to support the office building across the street. Depends on owner's continued interest.
- Site 22—Owner/developer has submitted a pre-application for a mixed-use project.

SECTION FOUR

store, martial arts and chiropractic studios, the Salvation Army store, and a vacant lot. The six affected parcels (03-136-03, -03, and -10 and 03-142-01, 13 and 14) are proposed for a “cleanup” redesignation to Downtown Commercial and Downtown Commercial zoning more consistent with existing construction and uses.

- TRI-143 – Change 6 parcels fronting the 1300 block of Main Street between Clinton and Caymus streets, adjacent to Downtown, to “Downtown Commercial” and rezone accordingly.

Amend Parking Exempt District and Adopt In-Lieu Parking Fee

Redevelopment Agency staff should undertake an amendment to the Parking Exempt District to incorporate key infill opportunity sites and parking structure locations. In tandem, it is recommended the Agency conduct a nexus study to formulate a parking in-lieu fee, and undertake the appropriate steps to enact the fee to ensure funding for future parking facilities.

Consider Amending Flood Evacuation Area (FEA)

The Agency should retain an engineering consultant to conduct a hydrolic modeling analysis to take into consideration Flood Protection improvements completed to date. This model run could establish flood evacuation criteria based of future components of the FPP, such as completion of the bypass channel. At the conclusion, the City would be able to determine whether to proceed with recommended changes to the FEA boundaries.

Site Assembly

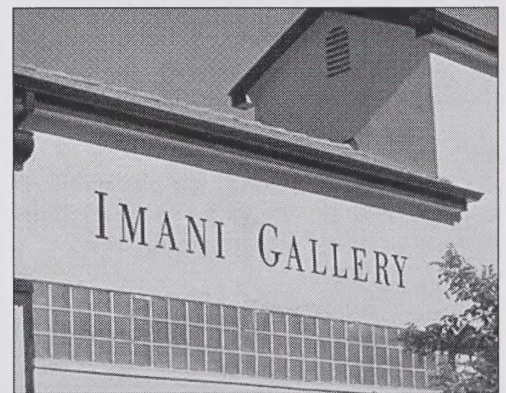
The Agency should actively pursue assembly of sites in the North Main area as they become available to maximize the opportunity for infill development in combination with a public parking structure. When the Flood Protection Project constructs the bypass channel, a significant portion of the available public parking in Lot X (behind the CineDome) will be removed. The Flood Control District will be required to pay for replacement of the lost parking as one of the mitigation measures for the Flood Project. There are no surface lots large enough to accommodate the lost parking, so a structure will be necessary. Since there are sites in the vicinity that have been identified as strong candidates for mixed-use development, a more comprehensive approach to providing parking for the lost supply as well as to facilitate future new development should be pursued. This may require direct acquisition by the Redevelopment Agency.

Public-Private Partnerships

Public-Private partnerships will be an important feature of implementing the Strategy. Development of both privately-owned and publically-owned sites will likely require cooperation between property owners, developers, the City, Redevelopment Agency and others.

Privately Owned Sites

In some cases, the Agency should approach the owners of the sites identified as potential residential or mixed-use development projects to determine if such owners have an interest in pursuing development consistent with the proposed strategy. If so, the Agency should work with



ABOVE:

Jarvis Conservatory on the north end of Downtown (Main & Yount streets) is another performance venue that features open mic Opera, Zarzuela—a Spanish folk-style opera-puppet shows, and other special entertainment.

Downtown has a variety of art galleries and showrooms.

interested owners in attempting to structure an Owner Participation Agreement. The agreement would set forth the terms and conditions between the Agency and respective property owner including any potential public financing investment. There are limitations on the financial resources the Agency can provide, however, there may be other types of assistance that could be offered to facilitate projects, such as off-site improvements.

Phasing and Sequencing of Agency/City-owned Sites

For the Agency-owned sites, a more extensive analysis of the sequencing and phasing of sites should be completed. Once completed, the Agency should prepare a Request for Qualifications and Proposals (RFQ/P) process for selection of a private development team to develop residential and/or mixed-use projects consistent with the identified criteria for the site or sites. The intent of the RFQ/P process would be to select the most qualified “business and development partner” for the Agency.

This process has several advantages for the Agency. It allows the Agency to initially focus on selection of a list of prospective development teams that have the qualifications, experience and capability to undertake and successfully implement the envisioned residential or mixed-use development. Once the Agency has established a list of prospective qualified private development teams, it should invite those teams to submit specific development proposals for the subject site(s).

Subsequent to a formal selection process, the Agency should work with the selected team to refine the design and development program; and negotiate the terms and conditions for disposition of the subject property, including any potential public financing investment. These provisions should be negotiated during an exclusive negotiation period, and would be embodied in a disposition and development agreement between the Agency and selected private development team consistent with the California Redevelopment Law (CRL).

Predevelopment Activities

There are a number of predevelopment activities that the Agency should undertake in order to appropriately “set-the-table” for the prospective private development teams in regards to the specific development project. Activities may include:

- Prepare preliminary title reports;
- Establish market value of the property through appraisal;
- Prepare initial Environmental Site Assessment (ESA) reports;
- Assess public infrastructure capacity (water, sewer, drainage, etc.); and
- Conduct traffic circulation studies.

These actions help prepare sites for development, and evidence that the Agency is serious in regard to implementing the envisioned residential or mixed-use development.



ABOVE:

New housing in the areas between downtown and neighborhoods needs to transition in scale and use. This photo shows how a 40 dwelling units/acre apartment project can be designed to reflect residential scale and orientation.

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Marketing

The goal of an organized marketing effort is to attract high-quality residential or mixed-use development on Agency- or City-owned sites that are being made available for private development consistent with the proposed strategy.

Written marketing information for the preliminary outreach effort should include a basic brochure that describes the site(s), the Agency development objectives, characteristics of the site(s) and downtown Napa, related market conditions and potential land use/development program.

The primary focus of the Agency's marketing efforts should be local and regional real estate development companies that have qualifications, experience and successful track records in development and operation of: 1) urban residential or mixed-use development similar in type, scale and character to that envisioned for downtown Napa; 2) public/private development projects; and 3) high-quality, urban-scale development projects. The most likely prospective private development teams would either be local or regional (including the greater San Francisco Bay and Sacramento areas) with some experience in the general Napa real estate market.

The Agency should continue to meet with private property owners to encourage them to participate, possibly as part of an Owner Participation Agreement with the Agency, or through partnership with an experienced development firm.

A preliminary outreach effort related to marketing of Agency-owned sites should include:

- Meet with various real estate trade and business organizations;
- Distribute written information regarding Agency/City-owned sites to identified real estate development; companies, architects, engineers, other consultants; and
- Post such written information on the Agency's web page.

Financing Actions

Both the private and public sector have funding responsibilities and capabilities needed for a successful mixed-use and infill housing program. The Agency will have to consider its role, how new revenue from projects is leveraged, and how infrastructure reinvestment supports private investment.

Agency Financing Investment

Typical mechanisms for providing Agency public financing assistance, if such assistance is determined by the Agency to be necessary to make certain infill projects economically feasible, are:

- *Land Disposition:* Transfer of Agency-owned property for a particular development project at a negotiated value (potentially below-market value);
- *Public Improvements:* Agency financing for installation of public infrastructure and/or improvements such as water, sewer, drainage, streets, curb/gutter/sidewalks, landscaping, street lights, etc. directly



ABOVE:

Street retailing has become a popular urban attraction. Cities are rediscovering their storefront districts and investing in their renovation and expansion.

related to a particular development project.

- **Parking:** Agency financing of structured parking to serve planned private development(s) and/or provide public parking.
- **Impact Fees:** Agency payment of required development impact fees to City of Napa on behalf of a developer related to a particular development project.

Housing Authority Participation

The Housing Authority will be actively involved with the implementation of the Strategy and evaluation of mixed-use development proposals. Possibly in partnership with affordable housing non-profit agencies, the Housing Authority and Redevelopment Agency would be able to combine resources for mixed-income projects that provide affordable work force housing.

Public Tax Revenue

New urban residential or mixed-use development would generate net new revenues to both the Agency and City of Napa. The two primary sources of new public tax revenue would be: 1) property tax (redevelopment tax increment funding); and 2) sales tax revenue from new retail or commercial development.

For example, redevelopment of a standard city block (1.3 acres) with the residential and mixed-use development described in the Appendix generate in the range of \$55,000 to \$100,000 in new redevelopment tax increment funds to the Agency per year (net of the 1% County administration fee and 20% set-aside for low- and moderate-income housing).

New retail development in the range of 4,800 to 7,200 square feet on a standard City block as part of a mixed-use development (residential/retail) project would generate an estimated \$5,000 to \$15,000 in net new sales tax revenue to the City of Napa per year.

Administrative Actions

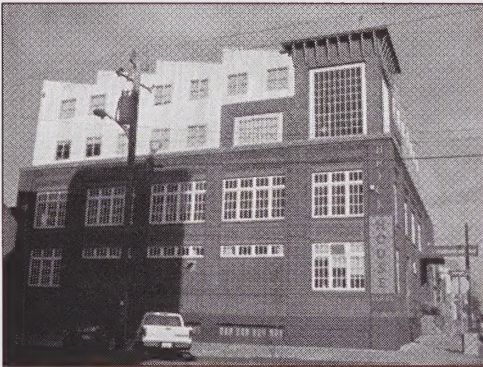
Administrative actions refer to staff facilitation of development projects. This can include detailed project planning, permitting, technical assistance, and marketing.

Expedited Planning and Building Entitlement Process

The Agency should work with the City of Napa to establish a process whereby review and approval of discretionary planning and building entitlements is given priority and expedited in terms of timing for proposed urban residential or mixed-use projects in downtown Napa consistent with the proposed strategy.

Formation of "A" Team (Technical Assistance)

In order to assist in the expedited planning and/or building entitlement process described above, the Agency should work with the City of Napa to establish an internal staff team that would provide technical input and assistance for urban residential and mixed-use development projects in downtown Napa consistent with the proposed strategy. The team should consist of representatives of the various City of Napa departments that are involved in review and discretionary approval of such projects, including the Redevelopment Agency, Housing Authority, and



ABOVE:

Renovation of existing older buildings into housing and mixed-use developments creates win-win reinvestment in downtowns. History is preserved and new economic uses are introduced.

SECTION FOUR

Community Development (Planning, Building, and Traffic Engineering divisions) and Fire departments.

This approach would provide for a single point of contact for a prospective developer and consistency of policy direction among the participating City of Napa departments. The team should include high level representatives of each of the participating departments that are authorized to commit to an appropriate policy direction and/or decision related to a particular development project.

Site Analysis

The "A" Team would continue to analyze sites for early identification of issues and correct problems or provide assistance where feasible.

Coordination/Promotion

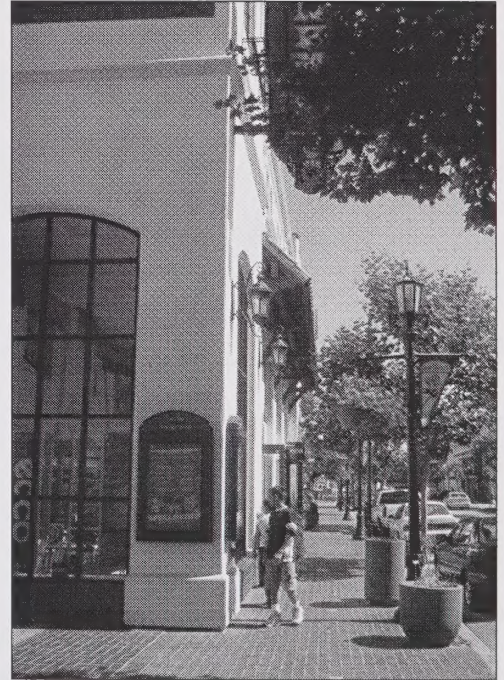
Leadership from the downtown business community is an important element for successfully implementing downtown urban residential or mixed-use development. The Agency should continue to maintain a strong working relationship with property and business owners in downtown Napa. This working relationship is particularly important in regard to development and operation of the recommended downtown parking program (district basis); marketing of available development sites; establishing an overall design theme for public and streetscape improvements; and maintaining a consistent level of ongoing management, maintenance and security.

In addition the Agency should continue to enhance its relationship with its institutional partners such as the County of Napa, which has a major presence in downtown Napa. This would be particularly important in regard to potentially establishing a joint parking solution for the parking needs of County employees and public parking needs of downtown businesses and visitors.

Summary: Initial Implementation Activities

The initial phase of development to be pursued by the Agency and City would include the following:

1. Amend the Zoning Ordinance and General Plan as indicated in the Appendix.
2. Amend the Parking Exempt District Boundaries to incorporate key sites, allowing them to provide parking for commercial uses off site. This effort would require further analysis.
3. In conjunction with #2, conduct a nexus study for a possible downtown parking in-lieu fee for new development in the Parking Exempt District. This fee would be used for the construction of new parking garages. Staff should continue to explore other financing resources and mechanisms to provide parking facilities.
4. Assemble Agency/City-owned and privately-owned property in the N. Main Street area to create a cluster of sites that would be marketed for urban residential or mixed-use development.



ABOVE:

Streetscape and pedestrian amenities in concert with mixed-use development extends and connects shopping streets to the existing open space and retailing environments.

5. Work with the County to analyze the feasibility of including a mixed-use development on a portion of the County's property in the South Main Street area. Provide assistance in readying the site for development, if appropriate.
6. Conclude the City's Gateway Visioning Process to define future desired uses on the sites along the Soscol Gateway corridor (Sites 10, 23 & 24), and follow up with required planning efforts and environmental review.
7. Evaluate and consider revising the Flood Evacuation Area Boundaries to reflect Flood Protection Project improvements completed to date. It may be possible to remove some properties from the area, eliminating the requirement for residential or mixed-use projects with five units or more to prepare a flood evacuation plan and have it approved.

These activities could be pursued simultaneously by the Agency and City in an initial attempt to position proposed sites for development of urban residential or mixed-use projects. The activities listed above should be the first priority of the Agency in regard to site development.

SECTION FOUR

ACKNOWLEDGEMENTS

The Downtown Napa Mixed-use and Residential Infill Development Strategy preparation integrated the knowledge and values of local stakeholders, planning commissioners, city and agency staff, and the community. Over the months of meetings and preparation, their energy and expertise created the foundation for the Strategy's creation. To all those that participated, the City of Napa owes their gratitude.



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Harry Martin, Councilmember /
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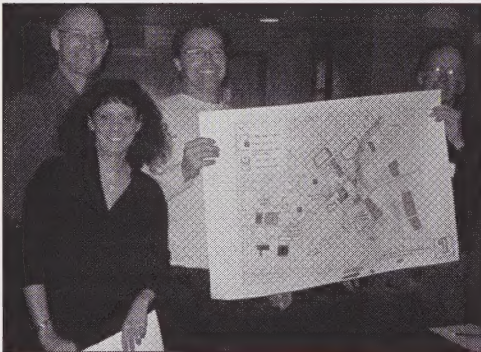
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ABOVE:

*And special thanks to the community work-
shop participants.*



DOWNTOWN NAPA

MIXED-USE AND RESIDENTIAL INFILL

DEVELOPMENT STRATEGY

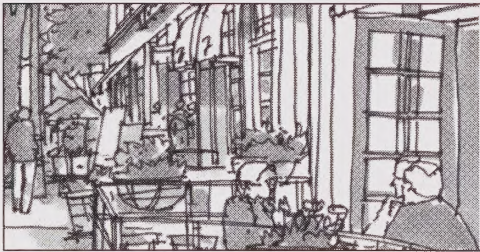
May 2004

Prepared by: Napa Community Redevelopment Agency
With Assistance by: RACESTUDIO and A. Plescia & Company



APPENDIX





CONTENTS

Appendix

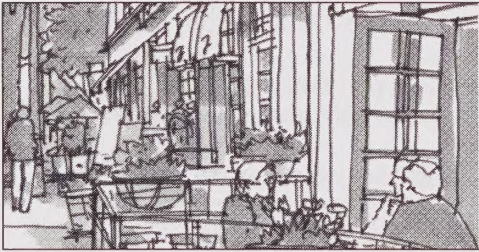
Economic Feasibility Analysis: Prototype Proformas

Development Site Inventory

Community Workshop Summary

Proposed General Plan Revisions

Policies



ECONOMIC FEASIBILITY ANALYSIS

PROJECT ECONOMIC FEASIBILITY ANALYSIS

This technical report presents information related to the economic feasibility of certain prototypes of infill residential and mixed-use (residential and retail or office) development in downtown Napa. The technical report is intended to help determine if the identified prototypes are viable from an economic perspective, and whether implementation of any of the identified prototypes would require public financing assistance in order to make the subject projects economically feasible.

The economic feasibility analysis presented does not include land cost, because the analysis is intended to determine if such prototypes are economically sufficient to be able to pay for the related cost of land (standard city block).

Findings

Based on the information presented in this project economic feasibility analysis, the following are some key findings in regard to potential urban scale residential or mixed-use development in downtown Napa:

1. Ownership housing would clearly enhance the economic feasibility of urban scale, infill residential and/or mixed-use development due to the strength of the Napa ownership housing market and related sale prices.
2. Neighborhood retail and other commercial uses (i.e. office space) also could enhance the economic feasibility of urban scale mixed-use development that included apartment rentals.
3. Increasing allowable densities for residential units, particularly for rental apartments, would help improve the economic feasibility of a potential project by increasing the “productivity” of the land area. This should be coupled with a review of related parking and other development standards.
4. On-site parking for rental apartments should initially be provided as “tuck under”/surface parking instead of structured parking (due to the cost of structured parking). Market rate rents for rental apartments will have to increase significantly before it is feasible to provide on-site parking by means of structured parking.
5. Projects that include primarily ownership housing would be better able to pay for related underlying land costs. In contrast, it will be difficult for projects that include primarily rental apartments to be able to pay for underlying land costs.
6. Building and development fees represent a substantial amount of the indirect costs related to urban scale residential and mixed-use development. The extent of existing (and proposed) fees could negatively impact the overall economic feasibility of a potential project (particularly rental apartments).
7. The development prototypes that include primarily ownership housing with tuck under/surface parking (Prototypes A and E) and the development prototype with rental housing, some component of ownership housing and tuck under/surface parking (Prototype D), as described below, could probably be developed without any public financing investment and assistance.

8. The development prototypes with primarily rental housing and structured parking (Prototypes B and C), as described below, would probably require some degree of public financing investment and assistance related to the cost of land, parking and/or off-site public improvements.

Approach

The economic feasibility analysis for identified urban scale residential and mixed-use (residential, retail and/or office) prototypes is based on the following:

Each of the identified prototypes is assumed to be developed on a standard city block in downtown Napa, which is 57,600 square feet or 1.3 acres in size (dimensions of 240 feet by 240 feet).

The apartment rental prototypes include one and two bedroom units only (no three bedroom units) because the targeted market for such urban scale infill residential is primarily one and two person households (without children).

The estimated apartment rental rates, residential unit sale prices and/or retail space lease rates are based on the real estate market information from RACESTUDIO/A. Plescia & Co. dated September 4, 2003.

The estimated development costs are based on information from RS Means: Square Foot Costs (2003). The estimated building and development fees are based on information from the City of Napa.

For each prototype, a project description, estimated development costs, estimated value and projected development/operating Proforma (except Prototype "A" because it is an ownership product) are provided.

The assumptions used for estimated costs, revenues, etc. are indicated in each of the tables.

Analysis

Five alternative development prototypes are evaluated to determine potential project economic feasibility. The five development prototypes are:

Prototype "A": Ownership Housing (Single Family)

This prototype includes development of 26 attached or detached single family ownership units at a density of 20 units per acre. The potential units would be three stories with individual attached garage parking. Tables A.1 through A.3. present the project description, estimated development costs and estimated project value.

Prototype "B": Mixed Use (Apartment Rentals and Retail)

This prototype includes development of 48 one and two bedroom rental apartment units and 5 rental loft/live-work units (a total of 53 units at a density of 40 units per acre); neighborhood serving retail space (7,200 SF); and on-site structured parking in accordance with existing City of Napa zoning provisions. The apartments would be in a building(s) two stories in height surrounding the structured parking. Tables B.1 through B.4. present information regarding project

description, estimated development costs, estimated project value and projected development/operating proforma.

Prototype "C": Mixed-Use (Apartment Rentals, Retail and Office)

This prototype includes development of 53 rental apartment units (one and two bedroom units) at a density of 40 units per acre; neighborhood serving retail (7,200 SF); office space (24,000 SF); and on-site structured parking (to serve both residential and office uses). Tables C.1. through C.4. present information regarding project description, estimated development costs, estimated project value and projected development/operating proforma.

Prototype "D": Mixed-Use (Apartment Rentals, For Sale Lofts and Retail)

This prototype includes development of 53 rental apartment units (one and two bedroom units) and 5 for-sale loft/live-work units; neighborhood serving retail (4,800 SF) and on-site "tuck under"/surface parking. The total number of residential units would be 59 (density of 45 units per acre). Tables D.1. through D.4. present information regarding project description, estimated development costs, estimated value and projected development proforma for this development prototype.

Prototype "E": Mixed-Use (Apartment Rentals, For Sale Lofts & Flats and Retail)

This prototype includes development of 35 rental apartment units (one and two bedroom units); 6 for-sale loft/live-work units; 18 for-sale flats (one and two bedroom units); neighborhood serving retail (4,800 SF), and on-site "tuck under"/surface parking. The total number of residential units would be 59 (density of 45 units per acre). Tables E.1. through E.4. present information regarding project description, estimated development costs, estimated project value and projected development/operating Proforma.

**ATTACHMENT A:
SUMMARY - PROJECT ECONOMIC FEASIBILITY ANALYSIS**

	Development Prototypes				
	1	2	3	4	5
Project Type	Residential	Mixed-Use	Mixed-Use	Mixed-Use	Mixed-Use
Uses	Ownership Housing (Single Family) - 26 units	Apartments - 48 units Lofts - 5 units Retail - 7,200 SF	Apartments - 53 units Retail - 7,200 SF Office - 24,000 SF	Apartments - 53 units Lofts (For Sale) - 6 units Retail - 4,800 SF	Apartments - 35 units Lofts (For Sale) - 6 units Flats (For Sale) - 18 units Retail - 4,800 SF
Residential Density	20 units/acre	40 units/acre	40 units/acre	45 units/acre	45 units/acre
Type of Parking	Individual unit garages	Structured	Structured	Tuck Under/Surface	Tuck Under/Surface
Total Development Cost (1)	8,011,800	10,768,500	16,709,400	11,224,900	11,638,600
Project Value	9,342,308	10,338,267	16,704,267	11,310,267	12,790,240
Project Surplus/(Deficit)	1,330,508	-430,233	-5,133	85,367	1,151,640
Potential Land Cost (2)	576,000	576,000	576,000	576,000	576,000
Net Project Value	754,508	-1,006,233	-581,133	-490,633	575,640

Footnotes:

(1) Does not include land cost.

(2) Based estimated land cost of \$10 per square for 1.32 acre (57,600 SF) site.

**TABLE A.1.:
PROTOTYPE DESCRIPTION - OWNERSHIP HOUSING (SINGLE FAMILY)**

Project		
Type (Use)	Single Family (Detached/Attached); Three (3) levels; (two levels of living area over garage/partial level of living area)	
Construction Type	Wood Frame	
Site Area	57,600 SF 1.3 acres	
Gross Building Area		
Net Building Area	57,600 SF	
Common Area	38,100 SF (parking court/ landscape courtyard)	
Floor Area Ratio (FAR)	1:1	
Residential		
Net Building Area	57,600	
Type/No. of Units	Single Family (Detached/Attached)	
1-Bedroom	None	
2-Bedroom	13 (50%)	
3-Bedroom	13 (50%)	
Total	26 (100%)	
Density (Gross Acres)	20 units/acre	
Building Area per Unit (Average)	2,215 SF (gross) 1,600 SF (livable)	
Commercial		
Net Leasable Area	NA	
No. of Lease Spaces	NA	
Parking		
Type	Attached garages (2 car)	
Area	625 SF	
No. of Spaces		
Residential	52	
Ratio		
Residential (per unit)	2:1	

TABLE A.2.
ESTIMATED DEVELOPMENT COSTS
OWNERSHIP HOUSING (SINGLE FAMILY)

	Total	Per SF (1)	Per Unit	Comments
Direct Construction Costs (2)				
Building (3)	4,896,000	85.00	188,308	\$85/SF
On-site Improvements	381,000	6.61	14,654	\$10/SF
Off-site Improvements	24,000	0.42	923	\$25/SF
Contingency	371,100	6.44	14,273	7% of Direct Construction Costs
<i>Subtotal: Direct Costs</i>	5,672,100	98.47	218,158	
Indirect Costs				
Architecture/Engineering	340,300	5.91	13,088	6% of Direct Construction Costs
Permits & Fees	648,700	11.26	24,950	Estimate based on existing fees (4)
Property Tax (during construction)	56,700	0.98	2,181	1% of Direct Construction Costs
Insurance	226,900	3.94	8,727	4% of Direct Construction Costs
Legal/Closing	56,700	0.98	2,181	1% of Direct Construction Costs
Marketing	85,100	1.48	3,273	1.5% of Direct Construction Costs
Warranty Reserve	56,700	0.98	2,181	1% of Direct Construction Costs
General Administration	113,400	1.97	4,362	2% of Direct Construction Costs
Developer Fee	283,600	4.92	10,908	5% of Direct Construction Costs
Contingency	79,200	1.38	3,046	5% of Indirect Costs (not including Developer Fee)
<i>Subtotal: Indirect Costs</i>	1,947,300	33.80	74,897	
Financing Costs				
Financing Fees	61,100	1.06	2,350	1% of Loan @ 80% LTC
Interest during Construction	331,300	5.75	12,700	12 month construction period.
<i>Subtotal: Financing Costs</i>	392,400	6.81	15,050	
TOTAL (2)	8,011,800	139.08	308,105	

Footnotes:

(1) Per square foot of gross building area.

(2) Does not include land cost.

(3) Source: RS Means, Square Foot Costs, 2003

(4) Includes School Mitigation, Park Dedication, Park Development, Fire & Paramedic Development, Street Improvement, Water Connection, Sanitation, Toilet Retrofit, Permit & Plan Check Fees (Source: City of Napa).

**TABLE A.3.
ESTIMATED PROJECT VALUE
OWNERSHIP HOUSING (SINGLE FAMILY)**

	Total	Amount	Comments
Sale Proceeds			
<u>Market Rate Units</u>			
No. of Units	23		
Building Area			
Total	50,950		
Average per Unit	1,600		
Price per SF	270		
Price per Unit (Average)	432,000		
Gross Sale Proceeds		9,936,000	
<u>Affordable Units</u>			
No. of Units	3		
Building Area			
Total	6,650		
Average per Unit	1,600		
Price per SF	136		
Price per Unit (Average)	244,300		
Gross Sale Proceeds		686,396	Based on 2 units at \$214,893 and 1 unit at \$256,610 (maximum sale price for households at 100% AMI and 120% AMI, respectively)
Total Gross Sale Proceeds		10,622,396	
Less: Sales Commission		-318,672	3% of gross sale proceeds
Net Sale Proceeds		10,303,724	
Less: Developer Return (Profit)		-961,416	12% Return-on-Cost
Net Project Value		9,342,308	
Total Development Costs (1)		8,011,800	See Table A.2.
Project Value - Surplus/(Shortfall) (1)		1,330,508	

Footnotes:

(1) Does not include land cost.

**TABLE B.1.:
PROTOTYPE DESCRIPTION - MIXED-USE (RENTAL APARTMENT/RETAIL)**

Project	
Type (use)	Rental apartments (two stories); retail (one story)
Construction Type	Wood frame
Site Area	57,600 SF 1.3 acres
Residential	
Type/No. of Units	
1-Beroom	21 (40%)
2-Bedroom	27 (51%)
Loft – Live/Work	<u>5 (9%)</u>
Total	53 (100%)
Density (Gross Acres)	40 units/acre
Building Area	
Residential	21 1 - Bedroom Units @ 700 SF = 14,700 27 2 - Bedroom Units @ 900 SF = 24,300 5 Loft – Live/Work Units @ 1,300 SF = <u>6,500</u> 45,500
Commercial	7,200 SF
Net Building Area	52,700 SF
Gross Building Area	64,250 SF (@ 80% efficiency)
Floor Area Ratio	1:1.12
Parking	
Type:	Structured
No. of Spaces:	
Residential	21 1-Bedroom Units @ 1.4 spaces/unit = 29 27 2-Bedroom Units @ 1.6 spaces/unit = 43 5 Loft – Live/Work Units @ 2.0 spaces/unit = <u>10</u> 82
Guest Parking	Exempt
Commercial	Exempt
Total	82
Area	25,200 SF (72 spaces @ 350 SF/space); parking for loft – live/work units - individual garage parking (10 spaces);
No. of Levels	Two Floors (one @ one-half level below grade and one level up)

TABLE B.2.
ESTIMATED DEVELOPMENT COSTS
MIXED-USE (RENTAL APARTMENTS/LOFTS & RETAIL)

	Total	Per SF (1)	Per Unit	Comment
Direct Construction Costs (2)				
Building (3)	960,000			Loft/Live-Work - 9,600 SF @ \$100/SF
	4,387,500			Apartments - 48,750 SF @ \$90/SF
	765,000			Retail - 9,000 SF at \$85/SF.
	72,000			Retail Tenant Improvements @ \$10/SF
<i>Subtotal</i>	6,184,500			
On-site Improvements	144,000			14,400 SF at \$10/SF
Off-site Improvements	24,000			960 LF @ \$25/LF
Parking	792,000			72 spaces @ \$11,000/space
Contingency	500,100			7% of Direct Construction Costs
<i>Subtotal: Direct Construction Costs</i>	7,644,600	85.46		
Indirect Costs				
Architecture/Engineering	458,700	5.13		6% of Direct Construction Costs
Permits & Fees	1,108,200	12.39		Estimate based on existing fees (4)
Property Tax (during construction)	76,400	0.85		1% of Direct Construction Costs
Insurance	305,800	3.42		4% of Direct Construction Costs
Legal & Closing	76,400	0.85		1% of Direct Construction Costs
Marketing	114,700	1.28		1.5% of Direct Construction Costs
General Administration	152,900	1.71		2% of Direct Construction Costs
Developer Fee	382,200	4.27		5% of Direct Construction Costs
Contingency	114,700	1.28		5% of Indirect Costs (less Developer Fee)
<i>Subtotal: Indirect Costs</i>	2,790,000	31.18		
Financing Costs				
Financing Fees	83,500	0.93		1% of loan at 80% LTC
Interest during Construction	250,400	2.80		12 month construction period
<i>Subtotal: Financing Fees</i>	333,900	3.73		
TOTAL (2)	10,768,500	121.93		

Footnotes:

(1) Per square foot of gross building area including parking.

(2) Does not include land cost.

(3) Source: RS Means, Square Foot Costs, 2003.

(4) Includes School Mitigation, Park Dedication, Park Development, Fire & Paramedic Development, Street Improvement, Water Connection, Sanitation, Toilet Retrofit, Permit & Plan Check and Housing Impact Fees (Source: City of Napa).

TABLE B.3.
ESTIMATED PROJECT VALUE
MIXED-USE (RENTAL APARTMENTS/LOFTS & RETAIL)

	Total	Comments
Revenue		
Residential	865,752	18 1-Bedroom Units @ \$1,150/month (Market Rate) 1 1-Bedroom Unit @ \$678/month (Affordable @ 50% AMI) 1 1-Bedroom Unit @ \$1,085/month (Affordable @ 80% AMI) 24 2-Bedroom Units @ \$1,395/month (Market Rate) 1 2-Bedroom Unit @ \$763/month (Affordable @ 50% AMI) 2 2-Bedroom Units @ \$1,220/month (Affordable @ 80% AMI) 5 - Loft-Live/Work Units @ \$2,600/month (Market Rate)
Commercial	211,680	7,200 SF @ \$2.45/SF/NNN
Parking	NA	
Total	1,077,432	
Less: Vacancy	-53,872	Vacancy Rate of 5%
Net Annual Revenue	1,023,560	
Expenses		
Operating Expenses - Residential	216,438	25% of gross residential revenue
Operating Expenses - Commercial	31,752	15% of gross commercial revenue
Total	248,190	
Net Operating Income	775,370	
Debt Service	619,800	80% LTC; 6% interest rate/30 year term
Net Income	155,570	

Project Value

Total Development Cost (1)	10,768,500	
Net Operating Income	775,370	Initial operating year
Valuation at Cap Rate of:		
7.50%	10,338,267	
8.00%	9,692,125	
8.50%	9,122,000	

Project Value - Surplus/(Shortfall) (1) -430,233 Using 7.5% Cap Rate for Project Value

Footnote:

(1) Does not include land cost.

TABLE B.4.
PROJECTED DEVELOPMENT/OPERATING PROFORMA
MIXED-USE (RENTAL APARTMENTS/LOFTS & RETAIL)

Years	1	2	3	4	5	6	7	8	9	10
Revenue (1)										
Residential	865,752	891,725	918,476	946,031	974,412	1,003,644	1,033,753	1,064,766	1,096,709	1,129,610
Commercial	211,680	218,030	224,571	231,308	238,248	245,395	252,757	260,340	268,150	276,194
Total	1,077,432	1,109,755	1,143,047	1,177,339	1,212,660	1,249,039	1,286,510	1,325,106	1,364,859	1,405,804
Less: Vacancy (5%)	53,872	55,488	57,153	58,867	60,633	62,452	64,326	66,256	68,243	70,291
Net Annual Revenue	990,926	1,054,267	1,085,894	1,118,472	1,152,027	1,186,587	1,222,184	1,258,850	1,296,616	1,335,513
Expenses (2)										
Operating Expenses - Residential	216,438	225,096	234,099	243,463	253,202	263,330	273,863	284,818	296,210	308,059
Operating Expenses - Commercial	31,752	33,033	34,343	35,717	37,145	38,631	40,176	41,783	43,455	45,193
Total	248,190	258,129	268,442	279,180	290,347	301,961	314,039	326,601	339,665	353,252
Net Operating Income	775,370	796,138	817,452	839,292	861,680	884,626	908,145	932,249	956,951	982,261
Debt Service (3)	619,800	619,800	619,800	619,800	619,800	619,800	619,800	619,800	619,800	619,800
Net Income	155,570	176,338	197,652	219,492	241,880	264,826	288,345	312,449	337,151	362,461
Return on Equity - % (4)	7.22	8.19	9.18	10.19	11.23	12.30	13.39	14.51	15.65	16.83

Footnotes:

(1) Revenues are increased by 3% per year.

(2) Operating expenses are increased by 4% per year.

(3) Based on 6% interest rate, 30 year term and 80% loan-to-cost ratio.

(4) Based on Net Income divided by equity capital (assumed to be 20% of Total Development Cost).

**TABLE C.1.:
PROTOTYPE DESCRIPTION - MIXED-USE (RENTAL APARTMENTS/RETAIL/OFFICE)**

Project		
Type (use)	Rental apartments (two levels), office (three levels) and retail (one level).	
Construction Type	Wood (Steel) Frame	
Site Area	57,600 SF	1.3 acres
Residential		
Type/No. of Units:		
1-Bedroom	21 (40%)	
2-Bedroom	32 (60%)	
3-Bedroom	<u>NA</u>	
Total	53	
Density (Gross Acres)	40 units/acre	
Building Area		
Residential	21 1-Bedroom Units @ 700 SF = 14,700 SF 32 2-Bedroom Units @ 900 SF = <u>28,800 SF</u> 43,500 SF	
Office	Two (2) Floors @ +/- 12,000 SF/Floor = 24,000 SF	
Retail	One (1) Floor @ 7,200 SF	
Net Building Area	43,500 SF (Residential) 24,000 SF (Office) <u>7,200 SF (Retail)</u> 74,700 SF	
Gross Building Area	93,375 SF (@ 80% efficiency)	
Floor Area Ratio	1:1.62	
Parking		
Type:	Structured	
No. of Spaces		
Residential	21 1-Bedroom Units @ 1.4 spaces/unit = 29 32 2-Bedroom Units @ 1.6 spaces/unit = 51 Guest Parking (Exempt)	
		<u>80</u>
Office	1 space per 400 SF =	60
Retail	Exempt	
Total	140 spaces	
Area:	49,000 (140 spaces @ 350 SF/space);	
No. of Levels:	Three Floors (above grade)	

TABLE C.2.
ESTIMATED DEVELOPMENT COSTS
MIXED-USE (RENTAL APARTMENTS/RETAIL/OFFICE)

	Total	Per SF (1)	Per Unit	Comment
Direct Construction Costs (2)				
Building (3)	5,040,000			Apartments - 56,000 SF @ \$90/SF
	765,000			Retail - 9,000 SF @ \$85/SF;
	72,000			Retail Tenant Improvements @ \$10/SF
	3,000,000			Office - 30,000 SF @ \$100/SF
<i>Subtotal</i>	8,877,000			
On-site Improvements	50,000			5,000 SF @ \$10/SF
Off-site Improvements	24,000			960 LF @ \$25/LF
Parking	2,100,000			140 spaces @ \$15,000
Contingency	773,600			7% of Direct Construction Costs
<i>Subtotal: Direct Construction Costs</i>	11,824,600	83.05		
Indirect Costs				
Architecture/Engineering	709,500			6% of Direct Construction Costs
Permits & Fees	1,305,800			Estimate based on existing fees (4)
Property Tax (during construction)	118,200			1.0% of Direct Construction Costs
Insurance	473,000			4.0% of Direct construction Costs
Legal & Closing	118,200			1.0% of Direct Construction Costs
Marketing	177,400			1.5% of Direct Construction Costs
General Administration	236,500			2.0% of Direct Construction Costs
Developer Fee	591,200			5.0% of Direct Construction Costs
Contingency	156,900			5% of Indirect Costs (less Developer Fee)
<i>Subtotal: Indirect Costs</i>	3,886,700	27.29		
Financing Costs				
Financing Fees	129,500			1.0% of loan @ 80% LTC
Interest during Construction	388,600			12 month construction period
<i>Subtotal: Financing Fees</i>	518,100	3.64		
TOTAL (2)	16,709,400	113.98		

Footnotes:

(1) Per square foot of gross building area including parking.

(2) Does not include land cost.

(3) Source: RS Means, Square Foot Costs, 2003.

(4) Includes School Mitigation, Park Dedication, Park Development, Fire & Paramedic Development, Street Improvement, Water Connection, Sanitation, Toilet Retrofit, Permit & Plan and Housing Impact Fees (Source: City of Napa).

**TABLE C.3.
ESTIMATED PROJECT VALUE
MIXED-USE (RENTAL APARTMENTS/RETAIL/OFFICE)**

	Total	Comments
Revenue		
Residential	807,252	19 1-Bedroom Units @ \$1,150/month (Market Rate) 1 1-Bedroom Unit @ \$678/month (affordable @ 50% AMI) 1 1-Bedroom Unit @ \$1,085/month (Affordable @ 80% AMI) 29 2-Bedroom Units @ \$1,395/month (Market Rate) 1 2-Bedroom Units @ 763/month (Affordable @ 50% AMI) 2 2-Bedroom Units @ \$1,220/month (Affordable @ 80% AMI)
Retail	211,680	7,200 SF @ \$2.45/SF/NNN
Office	648,000	24,000 SF @ \$2.25/SF/NNN
Total	1,666,932	
Less: Vacancy	-83,347	Vacancy Rate of 5%
Net Annual Revenue	1,583,585	
Expenses		
Operating Expenses - Residential	201,813	25% of gross residential revenue
Operating Expenses - Retail	31,752	15% of gross retail revenue
Operating Expenses - Office	97,200	15% of gross office revenue
Total	330,765	
Net Operating Income	1,252,820	
Debt Service	961,740	80% LTC; 6% interest rate/30 year term
Net Income	291,080	
Project Value		
Total Development Cost (1)	16,709,400	
Net Operating Income	1,252,820	(Initial Operating Year)
Valuation at Cap Rate of:		
7.50%	16,704,267	
8.00%	15,660,250	
8.50%	14,739,059	
Project Value - Surplus/(Shortfall) (1)	-5,133	Using 7.5% Cap Rate for Project Value

Footnotes:

(1) Does not include land costs.

TABLE C.4.
PROJECTED DEVELOPMENT/OPERATING PROFORMA
MIXED-USE (RESIDENTIAL/RETAIL/OFFICE)

Years	1	2	3	4	5	6	7	8	9	10
Revenue (1)										
Residential	807,252	831,470	856,414	882,106	908,569	935,826	963,901	992,818	1,022,603	1,053,281
Retail	211,680	218,030	224,571	231,308	238,248	245,395	252,757	260,340	268,150	276,194
Office	648,000	667,440	687,463	708,087	729,329	751,210	773,746	796,958	820,867	845,493
Total	1,666,932	1,716,940	1,768,448	1,821,501	1,876,146	1,932,431	1,990,404	2,050,116	2,111,620	2,174,968
Less: Vacancy (5%)	83,347	85,847	88,423	91,076	93,808	96,622	99,521	102,506	105,581	108,749
Net Annual Revenue	1,569,689	1,631,093	1,680,205	1,727,693	1,782,338	1,835,809	1,890,883	1,947,610	2,006,039	2,066,219
Expenses (2)										
Operating Expenses - Residential	201,813	209,886	218,281	227,012	236,093	245,536	255,358	265,572	276,195	287,243
Operating Expenses - Retail	31,752	33,022	34,343	35,717	37,145	38,631	40,176	41,783	43,455	45,193
Operating Expenses - Office	97,200	101,088	105,132	109,337	113,710	118,259	122,989	127,909	133,025	138,346
Total	330,765	343,996	357,756	372,066	386,948	402,426	418,523	435,264	452,675	470,782
Net Operating Income	1,252,820	1,287,097	1,322,449	1,355,627	1,395,390	1,433,383	1,472,360	1,512,346	1,553,364	1,595,437
Debt Service (3)	961,740	961,740	961,740	961,740	961,740	961,740	961,740	961,740	961,740	961,740
Net Income	291,080	325,357	360,709	393,887	433,650	471,643	510,620	550,606	591,624	633,697
Return on Equity -% (4)	8.71	9.74	10.79	11.79	12.98	14.11	15.28	16.48	17.70	18.96

Footnotes:

(1) Revenues are projected to increase by 3% per year.

(2) Operating expenses are projected to increase by 4% per year.

(3) Based on 6% interest rate, 30 year term and 80% loan-to-cost ratio.

(4) Based on Net Income divided by equity capital (assumed to be 20% of Total Development Cost).

**TABLE D.1.:
PROTOTYPE DESCRIPTION – MIXED USE (RENTAL APARTMENTS/FOR SALE
LOFTS/RETAIL)**

=====			
Project			
Type (Use)	Rental apartments (three levels), for sale lofts (two story units) and retail (one story).		
Construction Type	Wood frame (lofts – steel frame)		
Site Area	57,600 SF 1.3 acres		
Residential			
<u>Rental</u>			
Type/No. of Units			
1-Bedroom	21 (40%)		
2-Bedroom	32 (60%)		
3-Bedroom	NA		
Total	53 (100%)		
<u>For Sale</u>			
Loft – Live/Work	6 (100%)		
Total	6 (100%)		
Total	59		
Density (Gross Acres)	45 units/acre		
Building Area			
Residential	21 1-Bedroom Units @ 700 SF = 14,700 SF 32 2-Bedroom Units @ 900 SF = 28,800 SF 6 Loft – Live/Work Units @ 1,600 SF = 9,600 SF 53,100 SF		
Retail	4,800 SF		
Net Building Area	57,900 SF		
Gross Building Area	73,750 SF (@ 80% efficiency)		
Floor Area Ratio	1:1.28		
Parking			
Type	Rental Apartments – Tuck Under/Surface Lofts – Individual Garages		
No. of Spaces			
Residential	21 1-Bedroom Units @ 1.0 spaces/unit = 21 32 2-Bedroom Units @ 1.5 spaces/unit = 48 6 Loft – Live/Work Units @ 2.0 spaces/unit = 12 81		
Guest Parking	Exempt		
Retail	Exempt		
Total	81 spaces		
Area	24,150 SF (69 spaces @ 350 SF/space)		
No. of Levels	Tuck Under/Surface		

TABLE D.2.
ESTIMATED DEVELOPMENT COSTS
MIXED-USE (RENTAL APARTMENTS/FOR SALE LOFTS/RETAIL)

	Total	Per SF (1)	Per Unit	Comments
Direct Construction Costs (2)				
Building (3)	1,335,000			Loft/Live-Work - 13,350 SF @ \$100/SF
	4,896,000			Apartments - 54,400 SF @ \$90/SF
	510,000			Retail - 6,000 SF @ \$85/SF
	4,800			Retail Tenant Improvements @ \$10/SF
<i>Subtotal</i>	6,745,800	91.47		
On-site Improvements (non-parking)	58,500	0.79		5,850 SF @ \$10/SF
Off-site Improvements	24,000	0.32		960 LF @ \$25/LF
Parking	241,500	3.27		24,150 SF @ \$10/SF
Contingency	494,900	6.71		7% of Direct Construction Costs
<i>Subtotal: Direct Construction Costs</i>	7,564,700	102.56		
Indirect Costs				
Architecture/Engineering	453,900	6.15		6% of Direct Construction Costs
Permits & Fees	1,235,000	16.75		Estimate based on existing fees (4)
Property Tax (during construction)	75,600	1.03		1.0% of Direct Construction Costs
Insurance	302,600	4.10		4.0% of Direct Construction Costs
Legal & Closing	75,600	1.03		1.0% of Direct Construction Costs
Marketing	113,500	1.54		1.5% of Direct Construction Costs
Warranty Reserve	75,600	1.03		1.0% of Direct Construction Costs
General Administration	151,300	2.05		2.0% of Direct Construction Costs
Developer Fee	378,200	5.13		5.0% of Direct construction Costs
Contingency	124,100	1.68		5.0% of Indirect Costs (less Developer Fee)
<i>Subtotal: Indirect Costs</i>	2,985,400	40.49		
Financing Costs				
Financing Fees	84,400	1.14		1.0% of loan @ 80% LTC
Interest during Construction	253,200	3.43		12 month construction period
<i>Subtotal: Financing Costs</i>	337,600	4.57		
TOTAL (2)	10,887,700	147.62		

Footnotes:

(1) Per square foot of gross building area including parking.

(2) Does not include land cost.

(3) Source: RS Means, Square Foot Costs, 2003.

(4) Includes Scholl Mitigation, Park Dedication, Park Development, Fire & Paramedic Development, Street Improvement, Water Connection, Sanitation, Toilet Retrofit, Permit & Plan Check and Housing Impact Fees (Source: City of Napa).

**TABLE D.3.
ESTIMATED PROJECT VALUE
MIXED-USE (RENTAL APARTMENTS/FOR SALE LOFTS/RETAIL)**

	Total	Comments
Revenue		
Residential (Rental)	806,472	18 1-Bedroom Units @ \$1,150/month (Market Rate) 1 1-Bedroom Unit @ \$678/month (Affordable @ 50% AMI) 2 1-Bedroom Units @ \$1,085/month (Affordable @ 80% AMI) 29 2-Bedroom Units @ \$1,395/month (Market Rate) 1 2-Bedroom Unit @ \$763/month (Affordable @ 50% AMI) 2 2-Bedroom Units @ \$1,220/month (Affordable @ 80% AMI)
<i>Subtotal</i>		
Retail	141,120	4,800 SF @ \$2.45/SF/NNN
Parking	NA	
Total	947,592	
Less: Vacancy	-47,380	Vacancy rate of 5%
Net Annual Revenue	900,212	
Expenses		
Operating Expenses - Residential	201,618	25% of gross residential revenue
Operating Expenses - Retail	21,168	15% of gross retail revenue
Total	222,786	
Net Operating Income	677,426	
Debt Service	513,225	80% LTC, 6% interest rate, 30 year term; portion attributable to rental apartments/retail.
Net Income	164,201	
Project Value		
Total Development Costs	8,916,840	Estimated portion of total development cost attributable to rental apartments and retail space.
Net Operating Income	677,426	Initial operating year
Valuation at Capitalization Rate of:		
7.50%	9,032,347	
8.00%	8,467,825	
8.50%	7,969,718	

TABLE D.3 (Continued)
ESTIMATED PROJECT VALUE
MIXED-USE (RENTAL PARTMENTS/FOR SALE LOFTS/RETAIL)

	Amount	Total	Comments
Sale Proceeds			
<u>Market Rate Units</u>			
No. of Units	6		
Building Area			
Total	9,600		
Average Per Unit	1,600		
Price per SF	270		
Price per Unit (Average)	432,000		
Gross Sale Proceeds		2,592,000	
<u>Affordable Units</u>			
No. of Units			
Building Area			
Total			
Average per Unit			
Price per SF			
Price per Unit (Average)			
Gross Sale Proceeds			
Total Sale Proceeds		2,592,000	
Less: Sales Commission		-77,760	3% of gross sale proceeds
Net Sale Proceeds		2,514,240	

TABLE D.3. (Continued)
ESTIMATED PROJECT VALUE
MIXED-USE (RENTAL APARTMENTS/FOR SALE LOFTS/RETAIL)

	Total	Comments
Project Value		
Rental Apartments and Retail	9,032,347	Based on initial year NOI/7.5% Cap Rate
For Sale Lofts	2,514,420	Based on net sale proceeds
Total	11,546,767	
Less: Developer Return (Profit)	236,500	Based on 12% return-on-cost for portion of total development costs related to For Sale Loft units (estimated to be \$1,970,860)
Net Project Value	11,310,267	
Total Development Costs (1)	11,224,900	
Project Value - Surplus/(Shortfall) (1)	85,367	

Footnotes:

(1) Does not include land costs.

TABLE D.4.
PROJECTED DEVELOPMENT/OPERATING PROFORMA
MIXED-USE (RENTAL APARTMENTS/FOR SALE LOFTS/RETAIL)

Years	1	2	3	4	5	6	7	8	9	10
Revenue (1)										
Residential	806,472	830,666	855,586	881,254	907,691	934,922	962,970	991,859	1,021,615	1,052,263
Retail	141,120	145,354	149,714	154,206	158,832	163,597	168,505	173,560	178,767	184,130
Total	947,592	976,020	1,005,300	1,035,460	1,066,523	1,098,519	1,131,475	1,165,419	1,200,382	1,236,393
Less: Vacancy @ 5%	47,380	48,801	50,265	51,773	53,327	54,926	56,574	58,271	60,020	61,820
Net Annual Revenue	887,057	927,219	955,035	983,687	1,013,196	1,043,593	1,074,901	1,107,148	1,140,362	1,174,573
Expenses (2)										
Operating Expenses - Residential	201,618	209,683	218,070	226,793	235,865	245,299	255,111	265,316	275,928	286,965
Operating Expenses - Retail	21,168	22,015	22,895	23,911	24,764	25,754	26,784	27,856	28,970	30,129
Total	222,786	231,698	240,965	250,704	260,629	271,053	281,895	293,172	304,898	317,094
Net Operating Income	677,426	695,521	714,070	732,983	752,567	772,540	793,006	813,976	835,464	857,479
Debt Service (3)	513,225	513,225	513,225	513,225	513,225	513,225	513,225	513,225	513,225	513,225
Net Income	164,201	182,296	200,845	219,758	239,342	259,315	279,781	300,751	322,239	344,254
Return on Equity -% (4)	9.21	10.22	11.26	12.32	13.42	14.54	15.69	16.86	18.07	19.30

Footnotes:

(1) Revenues are increased by 3% per year.

(2) Operating expenses are increased by 4% per year.

(3) Based on 6% interest rate, 30 year term and 80% loan-to-cost ratio (portion of Total Development Cost attributable to rental apartments/retail space).

(4) Based on Net Income divided by equity capital (assumed to be 20% of Total Development Cost attributable to rental apartments and retail space).

**TABLE E.1.:
PROTOTYPE DESCRIPTION - MIXED-USE (RENTAL APARTMENTS/FOR SALE FLATS &
LOFTS/RETAIL)**

=====			
Project			
Type (Use)	Rental apartments; for sale flats/lofts; retail		
Construction Type	Wood frame		
Site Area	57,600 SF		
	1.3 acres		
Residential			
<u>Rental</u>			
Type/No. of Units			
1-Bedroom	14	(40%)	
2-Bedroom	21	(60%)	
3-Bedroom	NA		
Total	35	(100%)	
<u>For Sale</u>			
Type/No. of Units			
1-Bedroom Units	6	(25%)	
2-Bedroom Units	12	(50%)	
Loft – Live Work	6	(25%)	
Total	24	(100%)	
Total	59		
Density (Gross Acres)	45 units/acre		
Building Area			
Residential	14 1-Bedroom Units @ 700 SF =	9,800 SF	
	21 2-Bedroom Units @ 900 SF =	18,900 SF	
		28,700 SF	
	6 1-Bedroom Units @ 900 SF =	5,400 SF	
	12 2-Bedroom Units @ 1,100 SF =	13,200 SF	
	6 Loft-Live/Work Units @ 1,600 SF =	9,600 SF	
		28,200 SF	
Commercial	4,800 SF		
Net Building Area	61,700 SF		
Gross Building Area	78,475 SF		
Floor Area Ratio	1:1.36		
Parking			
Type	Structured		
No. of Spaces			
Residential	14 1-Bedroom Units @ 1.0 spaces/unit =	14	
	21 2-Bedroom Units @ 1.5 spaces/unit =	32	
	6 1-Bedroom Units @ 1.5 spaces/unit =	9	
	12 2-Bedroom Units @ 2.0 spaces/unit =	24	
	6 Loft-Live/Work Units @ 2.0 spaces/unit =	12	
		91	
Commercial	Exempt		
Total	91		
Area	27,650 SF (79 spaces @350 SF/space);		
No. of Levels	Tuck Under/Surface		

TABLE E.2.
ESTIMATED DEVELOPMENT COSTS
MIXED-USE (RENTAL APARTMENTS/FOR SALE LOFTS & FLATS/RETAIL)

	Total	Per SF (1)	Per Unit	Comments
Direct Construction Costs (2)				
Building (3)	1,335,000			Loft Units - 13,350 SF @ \$100/SF
	2,208,750			For Sale Flats - 23,250 SF @ \$95/SF
	3,228,750			Apartments - 35,875 SF @ \$90/SF
	510,000			Retail - 6,000 SF @ \$85/SF
	4,800			Retail Tenant Improvements @ \$10/SF
<i>Subtotal</i>	7,287,300	92.86		
On-site Improvements (non-parking)	23,500	0.30		2,350 SF @ \$10/SF
Off-site Improvements	24,000	0.30		960 LF @ \$25/LF
Parking	276,500	3.52		27,650 SF @ \$10/SF
Contingency	532,800	6.79		7% of Direct construction Costs
<i>Subtotal: Direct Construction Costs</i>	8,144,100	103.77		
Indirect Costs				
Architecture/Engineering	488,600	6.23		6.0% of Direct Construction costs
Permits & Fees	1,266,300	16.14		Estimate based on existing fees (4)
Property Tax (during construction)	81,400	1.04		1.0% of Direct Construction costs
Insurance	325,800	4.15		4.0% of Direct Construction Costs
Legal & Closing	81,400	1.04		1.0% of Direct construction Costs
Marketing	122,200	1.56		1.5% of Direct Construction Costs
Warranty Reserve	81,400	1.04		1.0% of Direct Construction Costs
General Administration	162,900	2.08		2.0% of Direct Construction Costs
Developer Fee	407,200	5.19		5.0% of Direct construction Costs
Contingency	139,700	1.78		5.0% of Indirect Costs (less Developer Fee)
<i>Subtotal: Indirect Costs</i>	3,156,900	40.25		
Financing Costs				
Financing Fees	66,400			
Interest during Construction	271,200			
<i>Subtotal: Financing Costs</i>	337,600	4.30		
TOTAL (2)	11,638,600	148.32		

Footnotes:

- (1) Per square foot of gross building area.
- (2) Does not include land cost.
- (3) Source: RS Means, Square Foot Costs, 2003
- (4) Includes School Mitigation, Park Dedication, Park Development Fire & Paramedic Development, Street Improvement, Water Connection, Sanitation, Toilet Retrofit Development, Permit & Plan Check and Housing Impact Fees (Source: City of Napa).

TABLE E.3.
ESTIMATED PROJECT VALUE
MIXED-USE (RENTAL APARTMENTS/FOR SALE LOFTS & FLATS/RETAIL)

	Total	Comments
Revenue		
Residential (Rental)	527,292	13 1-Bedroom Units @ \$1,150/month (Market Rate) 1 1-Bedroom Unit @ \$678/month (Affordable @ 50% AMI) 18 2-Bedroom Units @ \$1,395/month (Market Rate) 1 2-Bedroom Unit @ \$763/month (Affordable @ 50% AMI) 2 2-Bedroom Units @ \$1,220/month (Affordable @ 80% AMI)
Subtotal		
Retail	141,120	4,800 SF @ \$2.45/SF/NNN
Parking	NA	
Total	668,412	
Less: Vacancy	-33,420	Vacancy rate of 5%
Net Annual Revenue	634,992	
Expenses		
Operating Expenses - Residential	131,823	
Operating Expenses - Retail	21,168	
Total	152,991	
Net Operating Income	482,001	
Debt Service	357,455	
Net Income	124,546	
Project Value		
Total Development Cost (1)	6,210,465	Estimated portion of total development cost attributable to rental apartments and retail space.
Net Operating Income	482,001	Initial operating year
Valuation at Capitalization Rate of:		
7.50%	6,426,680	
8.00%	6,025,012	
8.50%	5,670,600	

Footnotes:

(1) Does not include land cost.

TABLE E.3. (Continued)
ESTIMATED PROJECT VALUE
MIXED-USE (RENTAL APARTMENTS/FOR SALE LOFTS & FLATS/RETAIL)

	Amount	Total	Comments
Sale Proceeds			
<u>Market Rate Units</u>			
No. of Units	22		Loft/Live-Work Units - 6
Building Area			Flats - 16
Total	25,850		
Average Per Unit (Net)	1,600		Loft/Live-Work Units (6 @ 1,600 SF)
	1,033		Flats (5 @ 900 SF; 11 @ 1,100 SF)
Price per SF	270		Loft/Live-Work Units
	250		Flats
Price per Unit (Average)	432,000		Loft/Live-Work Units (6 @ \$432,000)
	258,250		Flats (5 @ \$225,000; 11 @ \$275,000)
Gross Sale Proceeds		6,742,000	
<u>Affordable Units</u>			
No. of Units	2		Flats - 2
Building Area			
Total	2,350		
Average Per Unit (Net)	1,000		Flats (1 @ 900 SF; 1 @ 1,100 SF)
Price per SF	245		Flats
Price per Unit (Average)	244,946		Flats (1 @ \$214,893 - Affordable @ 100% AMI; 1 @ \$275,000 - Affordable @ 120% AMI)
Gross Sale Proceeds		489,893	
Total Sale Proceeds		7,231,893	
Less: Sales Commission		-216,957	3% of gross sale proceeds
Net Sale Proceeds		7,014,936	

TABLE E.3. (Continued)
ESTIMATED PROJECT VALUE
MIXED-USE (RENTAL APARTMENTS/FOR SALE LOFTS & FLATS/RETAIL)

	Total	Comments
Project Value		
Rental Apartments and Retail	6,426,680	Estimate based on 7.5% Cap rate
For Sale Lofts/Flats	7,014,936	
Total	13,441,616	
Less: Developer Return (Profit)	651,376	12% of Total Development Cost related to For Sale Loft/Live-Work Units and Flats (\$5,428,135)
Net Project Value	12,790,240	
Total Development Costs (1)	11,638,600	
Project Value - Surplus/(Shortfall) (1)	1,151,640	

Footnotes:

(1) Does not include land cost.



DEVELOPMENT SITE INVENTORY



Potential Mixed Use Development Sites in Downtown Napa

PUBLICLY OWNED OPPORTUNITY SITES*								
Site	Location	Current Use	APN	Size	Base Zoning/Overlay	Owner	Est. Availability	Constraints/Considerations
1	1600 First Street	Community Services Building/Parking Lot	003-195-001	1.29 acre	PQ Public/Quasi-Public	City of Napa	Long-term 2010	Would require relocation of several City departments, possibly in conjunction with a new City Hall. Safeway has an access easement through the property. Development of PQ sites requires zoning/GP amendment.
2	955 School Street	City Hall, Police Station and Parking Lot	003-199-014	2.97 acres	PQ Public/Quasi-Public	City of Napa	Long-term 2010	In conjunction with #1 above. Development of PQ sites requires zoning/GP amendment.
3	2nd @ Randolph	Parking Lot A	003-211-006	.41 acre	CD/PE/FP Downtown Commercial, Parking Exempt/Flood Plain	City of Napa	Mid-term 2007	Do not remove any public parking supply until new public parking is provided, especially in high demand locations.
	2nd @ Coombs	Parking Lot A	003-211-010	0.3 acre		Napa Parking Authority		
4	Block of Pearl, Main, Clinton and Coombs, at Napa Creek	Vacant land Parking Lot G North Parking Lot G North Parking Lot E Fire Museum Driveway off Pearl St. Public Park Parking Lot E and F	003-134-001 003-134-002 003-134-003 003-137-004 003-137-005 003-137-006 003-137-007 003-137-008	.33 acre .10 acre .22 acre .10 acre .15 acre .08 acre .28 acre .53 acre 1.79 acres total	CD/PE/FP Flood Evacuation Area (FEA) Flood Protection Project (FPP)	Napa Community Redevelopment Agency	Mid- to long-term 2006 - 2010	Will require coordination with Flood Protection Project creek bank widening and culvert work in 2006. Consider relocation or incorporation of Fire Museum, depending on final determination of appropriate ground-floor use.
5	Pearl between Coombs and Brown St. Plaza	Bus Transfer Station	003-166-008 003-166-011	.04 acre .70 acre	CD/PE/FP FEA, FPP	Napa Community Redevelopment Agency	Mid- to long-term 2006-10	Will depend on NCTPA's relocation of the bus transfer station.
6	Main Street @ Pearl	Parking Lot G East Parking Lot H Napa Creek, Public Plaza Space	003-167-020	1.20 acres	CD/PE/FP Downtown Pedestrian Commercial, Parking Exempt, Flood Plain FEA, FPP	Napa Community Redevelopment Agency	Long-term 2010-2017	Will require coordination with Flood Protection Project creek bank widening and culvert work in 2006. Do not remove public parking in this high demand area until new public parking is provided. Parking agreement w/Mervyn's renewal option 2016.
7	Second @ Brown St.	2nd Street Parking Garage	003-214 -013	.58 acre	CD/FP FEA	Napa Community Redevelopment Agency	Long-term 2010	Parking garage could be reconstructed to meet improved parking structure standards in conjunction with potential future redevelopment of Camther's Bldg. Timing is tied to County's space plan and #14 below.
8	903 Main Street	Parking Lot J	003-231-003 003-231-005 003-231-006	.07 acre .07 acre .13 acre .27 acre total	CD/PE/SC/FP Downtown Commercial, Parking Exempt, Soscol Corridor, Flood Plain, FEA, FPP	City of Napa	Mid-term 2007-08	Do not displace public parking in this high demand area until new public parking is provided in nearby structure. FPP riverfront promenade work scheduled for 2005-06.
9	1100 West Street @ First Street	Parking Lot X remnant Parking Lot X West Movie theater	003-173-009 003-173-012 003-172-009	.69 acre 1.21 acres .70 acre 2.6 acres+ total	CD/PE/FP CD/PE/FP FEA, FPP part floodway	City of Napa *Syufy Enterprises (private entity) Napa Community Redevelopment Agency	Mid-term 2007-08	Cannot proceed until bypass channel is completed. Must incorporate public parking lost due to Flood Project either on or near the site. Possible relocation of CRD. Theater plans to relocate to Gasser property in 2005-06. Will require assembly to incorporate private piece. The remnant of West Street can be incorporated.
PUBLICLY-OWNED OPPORTUNITY SITES (continued)								
Site	Location	Current Use	APN	Size	Base Zoning/Overlay	Owner		
9a	Pearl Street between Yajome & West streets	Sanitation/sewer pump station; skate board park; teen center	003-144-009	1.23 acres	PQ/FP FEA	Napa Sanitation District	Near-term 2005	NSD to re-engineer its system: will allow abandonment of the above-ground pumping stations in downtown. Development of this site would require relocation of the skate park and other recreational facilities. Exploring whether site can be acquired from NSD. Would require GP/zoning amendment.
10	Third Street at Napa Valley Railroad	Vacant land	006-132-001 006-132-002 006-132-006	.31 acre .10 acre 1.22 acres 1.42 acres total	RT 5/SC/FP Traditional Residential Infill, 5,000 s.f. min. size Soscol Corridor/Flood Plain/FEA	City of Napa	Mid-term 2007	FPP to relocate railroad tracks eastward onto property; take lines not yet defined. FPP may need access to property for staging construction of new RR bridge over the river.
11	Northeast corner of First and Soscol	Flood Control District Office	003-177-003	.58 acre	CT/SC/FP Tourist Commercial FEA, FPP, Floodway	Napa County Flood Control	Long-term 2009-10	FPP completion and close-out; FEMA remapping? Site will be reduced with bypass channel.
12	Third St. @ Coombs St.	Sullivan Shelter	003-213-010	.95 acre	PQ/FP Public/Quasi-Public/Flood Plain	County of Napa	Mid-term 2005-06	County plans to relocate shelter to Gasser property, and to construct new offices on the site. Could include a residential component. Would require a GP/zoning amendment.
13	Fifth between Coombs and Main	County Admin. Parking lot	003-272-012	1.8 acres	PQ/FP FEA	County of Napa	Mid-term 2006-07	Potential mixed-use piece can be incorporated into parking structure project and still meet parking needs. Will require a general plan/zoning amendment, and coordination

Potential Mixed Use Development Sites in Downtown Napa

								w/County and private developer of #22.
14	First Street @ Brown Street (Carrither's Bldg.)	County Tax Assessor D.A. & Public Defender	003-214-011	.60 acre	CDP/FP FEA	County of Napa	Mid- to long-term 2007-10	Contingent on # 12 & 13 moving forward, and County employees being relocated.
PRIVATELY OWNED OPPORTUNITY SITES								
Site	Location	Current Use	APN	Size	Base Zoning/Overlay	Owner	Est. Availability	Constraints/Considerations
15	Second St. between Washington & Seminary south side	Private parking lot	003-251-029	.85 acre	RO Residential Office	Robert Louis Stevenson Plaza Association	Near-term 2004-05	Consider 100% residential or small commercial/retail component. Incorporate daytime office parking for office building across the street (shared parking use).
16	1700 First Street	Bank of America	003-192-002	.82 acre	CD	Bankamerica Corporation	Long-term	Bank has no plans to relocate or sell property.
17	1461 Polk Street 1455 Polk Street 1526 Clay Street 1584 Clay Street 1120 Seminary Street	SF residence vacant parcel SF residence Office building SF residence	003-197-001 003-197-002 003-197-011 003-197-012 003-197-013	.11 acre .10 acre .13 acre .11 acre .11 acre .56 acre total	CD	A H Smith Co.	Near- to mid-term	Owner is exploring feasibility of an expanded office use on the site. Depending on the outcome, site may make a good candidate for mixed-use. Contains homes with potential historic value.
18	1523 Clay Street 1511 Clay Street 1503 Clay Street 1500 First Street	Private parking lot Private parking lot Private parking lot Retail building	003-198-002 003-198-003 003-198-004 003-198-014	.16 acre .13 acre .05 acre 1.23 acres 1.57 acres total	CD/PE	Allen & Benedict	Near- to mid-term	Depends on owner's willingness to develop the site.
PRIVATELY OWNED OPPORTUNITY SITES (continued)								
Site	Location	Current Use	APN	Size	Base Zoning/Overlay	Owner	Est. Availability	Constraints/Considerations
19	Second Street between Wilson & Seminary	Newspaper publishing plant and parking	003-253-007 003-253-008 003-253-009	.35 acre .18 acre .79 acre 1.32 acres total	CD	Pullitzer Publishing Company	Long-term	Would require newspaper plant to relocate and sell or redevelop land. No plans to do so at the present time.
20	1500 Block Third Street, south side	ABC Bakery, Vals, Phil's Barbershop, Vacant building, parking Office Building	003-203-001 003-203-002 003-203-003 003-203-005	.11 acre .19 acre .17 acre .09 acre .56 acre total	CD	Rolando Macaraig et al Milo Moody/Lyman Moody Trustees	Near- to mid-term	Depends on willingness of owners to redevelop or sell. Appropriate uses could be incorporated into future project. Local developer is working with owners regarding re-use options.
21	1400 Block Third Street, south side	Nations Restaurant Community Projects North Bay Family Svcs. Office building	003-206-001 003-206-007 003-206-002 003-206-003 003-206-008 003-206-004 003-206-006	.18 acre .10 acre .28 acre .14 acre .01 acre .12 acre .12 acre .95 acre total	CD	Dale J. Power Community Projects Inc. Family Service of the North Bay Vincent & Linda Ghiringhelli	Near- to mid-term	Depends on willingness of owners to redevelop or sell. Explore possible historic structures issues. Site is viable only if able to assemble parcels. May need to incorporate existing uses into new project.
22	Main St. between Third & Fifth streets	Vacant land	003-276-001 003-276-002 003-276-003 003-233-004	.65 acre .32 acre .14 acre .50 acre 1.61 acres total	CD/SC/FP FEA/FPP	Channel Lumber	Near- to mid-term 2005-07	Developer is working with the City/County to provide some parking offsite. FPP will begin construction of west bank flood walls/promenade adjacent to the site
23	Burnell Street between NVWT tracks, Fourth and Sixth streets	Commercial / light industrial businesses	006-194-001 006-195-001 006-195-002 006-105-003	1.26 acres .63 acre .42 acre .54 acre 2.85 acres total	MU-G/SC/TI/FP Mixed-Use-Gateway Soscol Corridor/Traffic Impact & Flood Plain overlays FEA/Flood Way	Richard J & Dora Bell Bpi Company	Mid- to long-term 2007-10	The property has been identified as a preferred site for a future multi-modal transit facility in conjunction with housing and a parking structure. Future disposition will depend on owner's willingness to sell and relocate existing business.
24	Soscol between Sixth & Seventh	Commercial / retail	006-231-002	1.09 acres	MU-G/SC/TI/FP Mixed-Use-Gateway FEA/Flood Way	Bcs LLC	Mid- to long-term 2007-10	This site is directly south of #23 and could be part of a larger master plan for a transit-oriented development. Owner is receptive to repositioning property to be compatible with new surrounding development.



COMMUNITY WORKSHOP SUMMARY

Community Workshop

On January 7, 2004 over 40 people attended a workshop to discuss downtown urban design objectives for mixed-use and infill housing. The workshop provided an opportunity for participants to weigh in on overall concepts and strategies regarding shopping streets, housing and urban design concepts.



Bill Chadwick, Planning Commission Chair welcomes workshop participants

After a brief slideshow reviewing the planning process and economic and site analysis findings, participants worked as members of five teams to map and discuss the following questions:

What are the best locations for mixed-use projects (with ground floor retail) in the retail core? Why?

What are the best locations for residential infill projects? Why?

What are the design context issues for these locations?

Scale

Architectural character

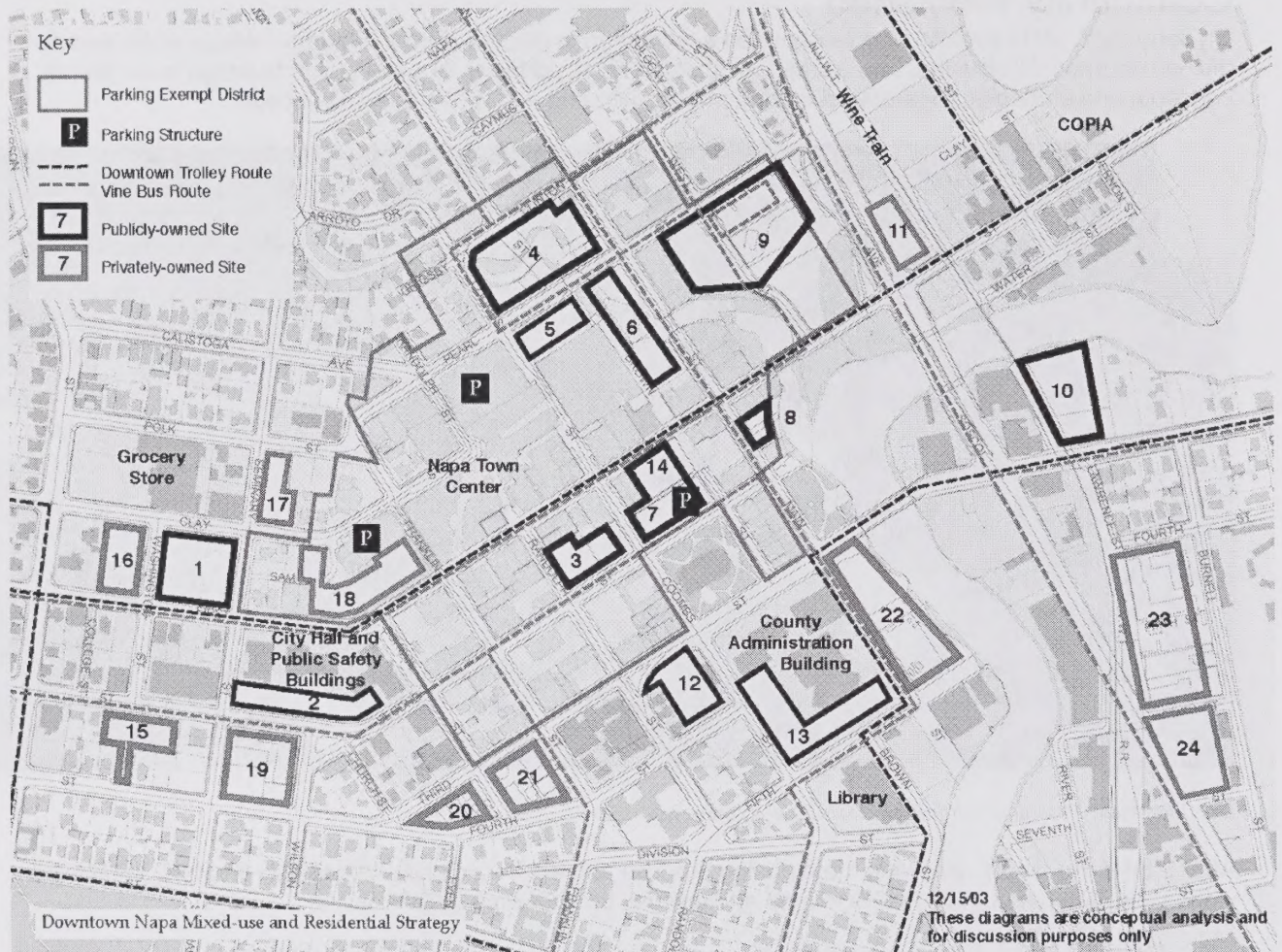
Orientation (street, river, other)



Working in teams, participants mapped retail, housing and design strategies

The teams worked on large maps with color markers. There has been two-dozen opportunity sites for mixed-use or infill housing identified in the downtown. Many of these sites may not be available in the near term. However, a strategy for downtown will need to consider all the possible sites as being part of the long-term plan. Teams were reminded that it was permissible to consider parking lots as potential mixed-use or housing

sites because replacement parking would be part of the overall development program. The teams presented their ideas and observations back to the entire group.



Team Presentations Summary

The team presentations yielded some very important design criteria for new mixed-use and infill residential projects in the downtown.

Overall Urban Design Concepts

New projects should enhance connections and add to downtown's open space system.

Make the most out of the Napa River as a downtown amenity and setting for recreation, residential development, special-event venues and shopping.

Think about how different sub areas or "zones" of the downtown can play special economic roles and have their own esthetic identity.

Make Coombs Street a downtown promenade that connects neighborhoods and open space.

Mixed-use Concepts

Mixed-use development should reinforce and mend shopping on Main Street.

Anchor North and South Main with exciting river-oriented mixed-use projects.

A combination of residential mixed-use, retail development, and renovation should reinforce shopping on First Street.

Mixed-use on the east side of the river should include office and live/work uses.

Residential infill concepts:

Residential (without commercial/retail) uses are more appropriate around the west end of downtown (First and Seminary Street area).

River and creek frontage sites should make the most out of the views for residential uses and being part of the future promenade edge.

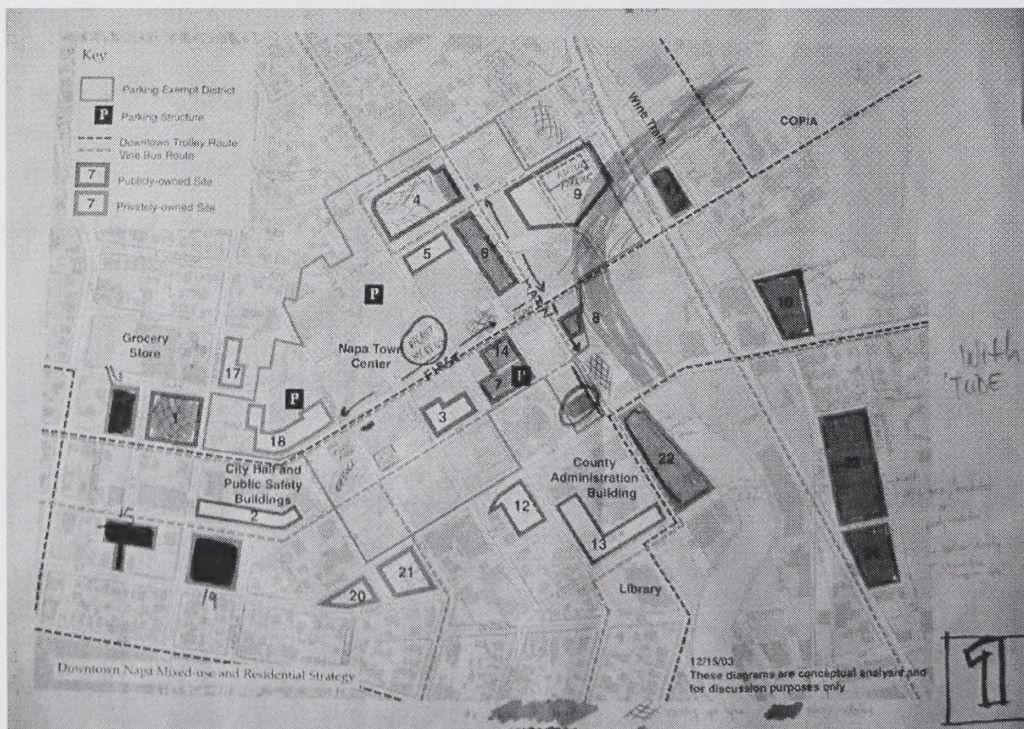


Team 1

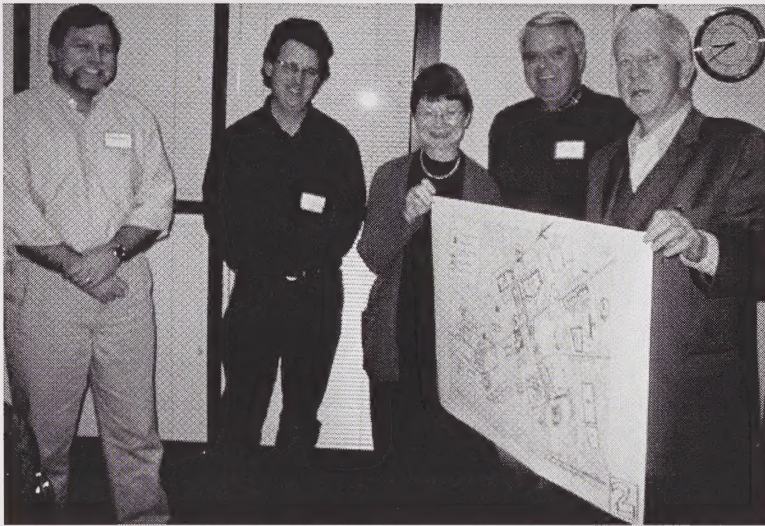


Written Comments:

- Sites 10, 23, and 24 should have residential over office
 - Second floor nice for residential for views towards downtown and creek
 - Close to downtown
 - No foot traffic—bad for retail
- Sites 4, 6, 8, and 22 should include housing over retail
 - Ground-floor retail uses along Main Street add continuity and increase foot traffic
- Sites 14 and 7 should be retail
- Site 11 should be open space
- Sites 19, 15 and 16 should be residential
 - Close to downtown
 - Not as feasible for commercial because further away from commercial core



Team 2



Written Comments:

Residential condos/mixed-use would be ideal for riverfront sites.

Main Street sites represent best architectural opportunities and walking sites.

Five Zones in the Downtown (numbered on map below):

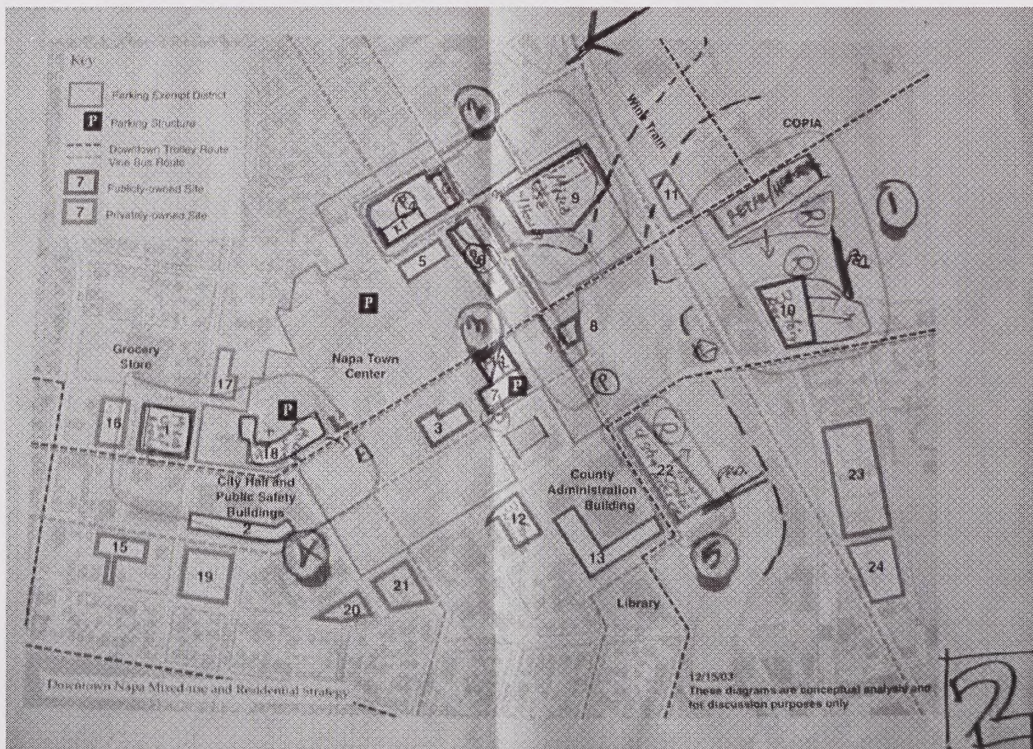
Area 1: predominately high- density housing with retail spaces on street level

Area 2: mixed-use with high-density housing, retail and commercial and open space interfacing with Napa Creek

Area 3: architectural gateway to downtown area—defines Napa

Area 4: transitional zone with medium density and residential potential; walkable, retail potential

Area 5: high-density residential, retail, restaurants and commercial, interface with River, most diverse



Team 3



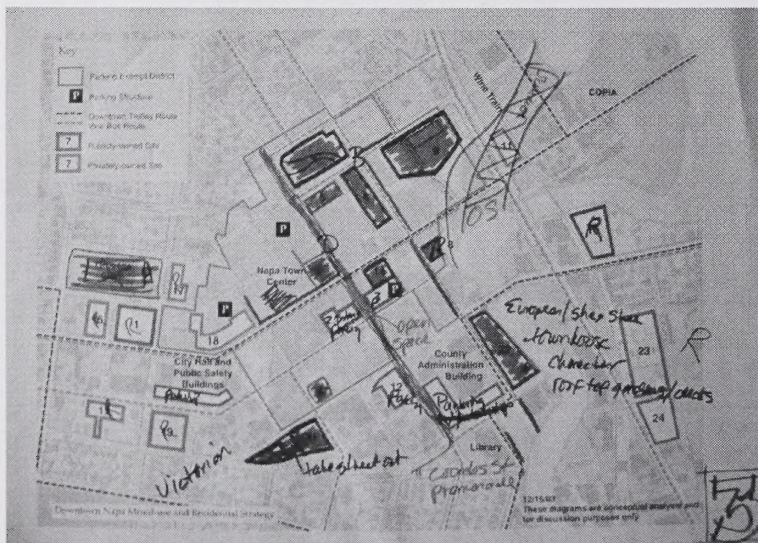
Written Comments

Why we are choosing all of our “pink” areas for retail continuity:

- Grocery store (not one of the “opportunity site” previously identified) could accommodate residential over the store, parking and retail in one area. The housing could be designated for seniors because of proximity to senior center.
- Site 4, 5, 6 and 9—each would have retail, parking and residential for easy access to Soscol and tie the neighborhood together
- Site 8—retail on the first floor and residential on top 2-3 floors and Site 14—first floor retail with 2-3 residential
- Open space down all Coombs Street—ties neighborhood together
- Site 22—big mural on front, retail on bottom with 3 stories residential
- Site 20-21—retail on first floor 2-4 floors residential with potential parking for residents in “theater district”

Bonus:

Use bypass for entertainment, events, and the fair to bring BIG energy to downtown and tie the River into the synergy of downtown’s renaissance. It will bring in ferryboats, intermodal and non-auto traffic into downtown and help tie together Copia, the Opera House and retail into one large entertainment venue.



Team 4

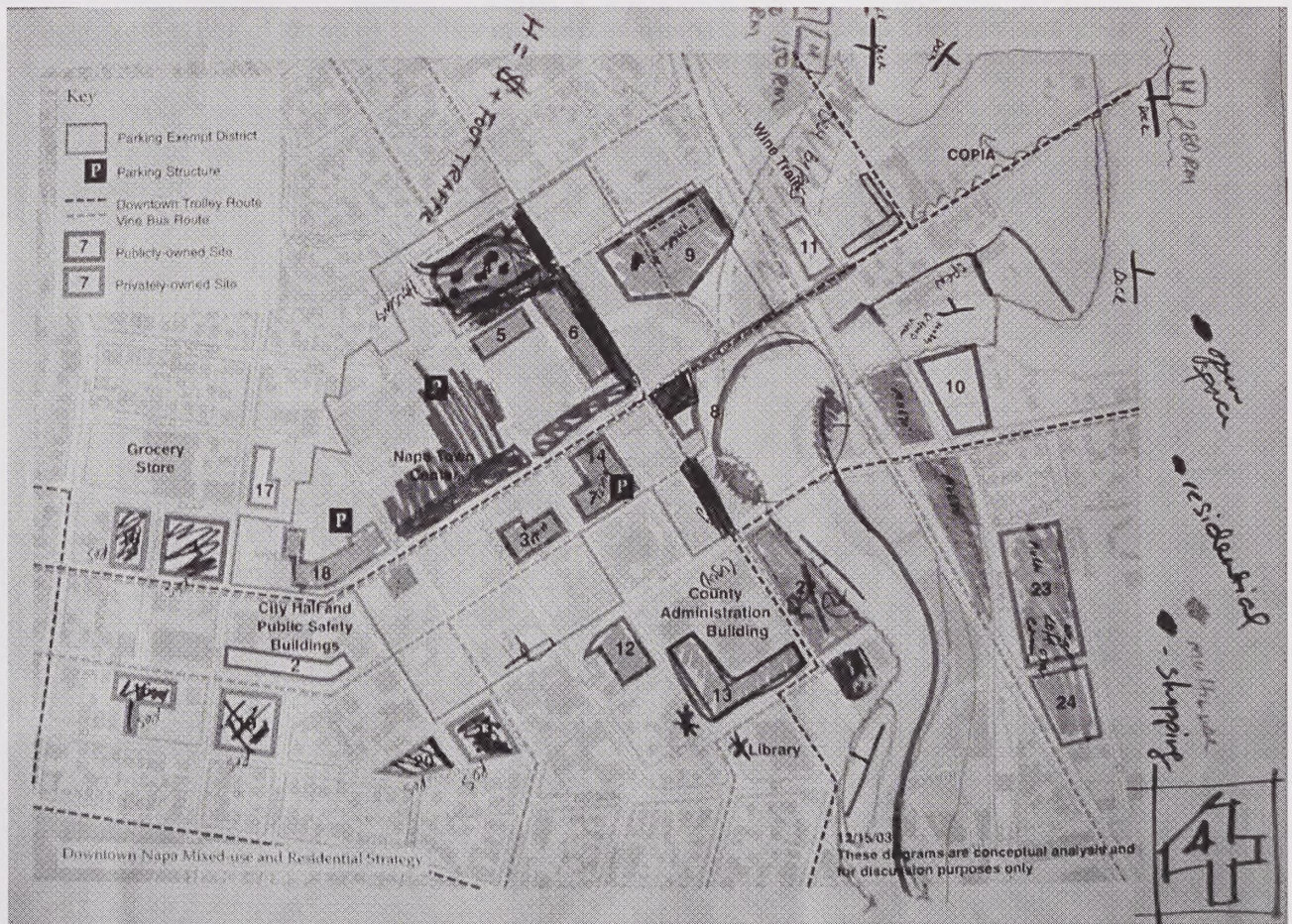


Written Comments:

Mixed-use best locations:

Sites 22 and 9– Ground-floor continuity along Main Street

Riverfront—maximize use of unique features and beautification such as walking paths and green belt areas.

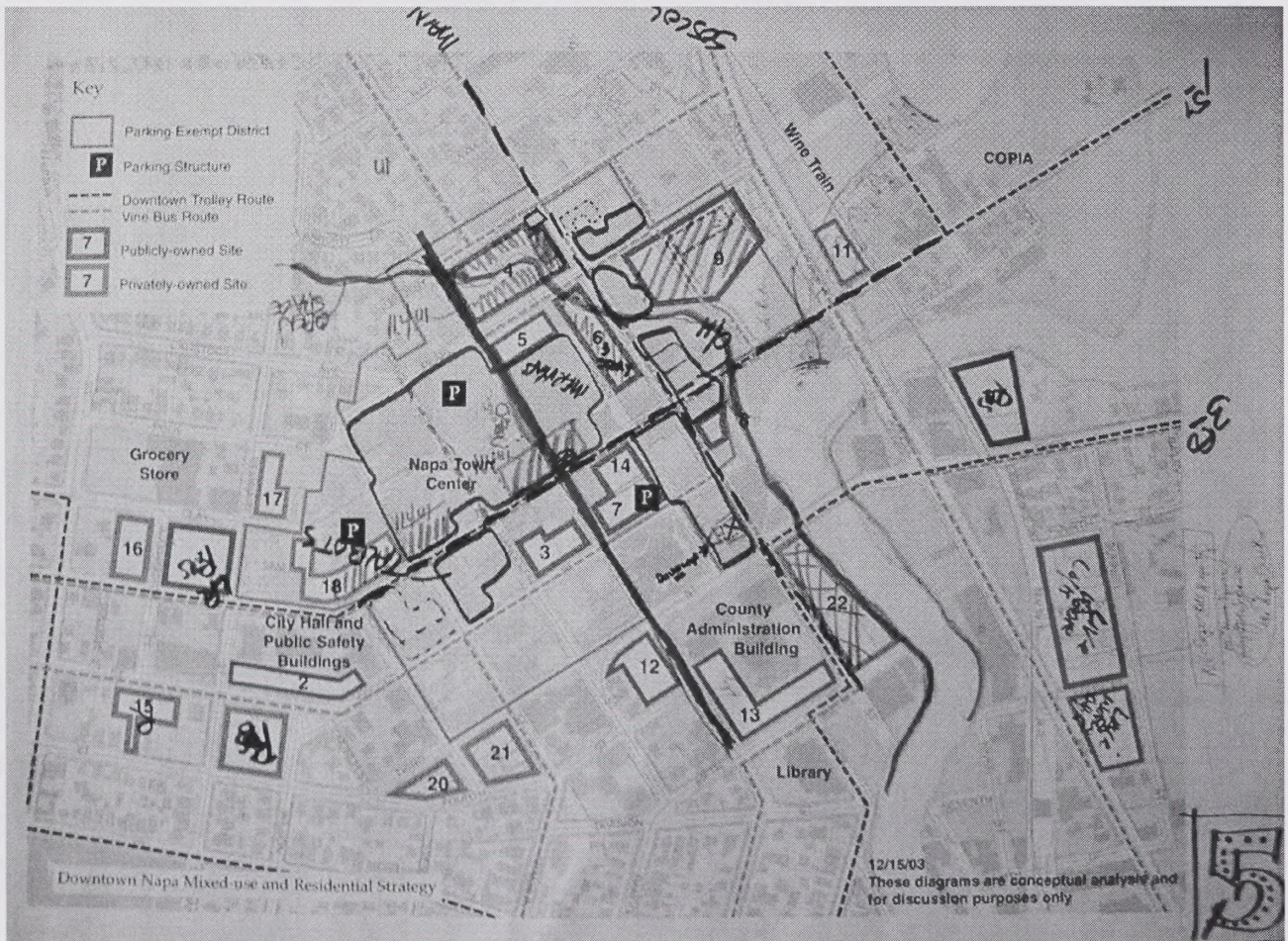


Team 5



Written Comments:

1. Main retail areas (red)
2. Mixed-use retail/housing infill sites (green)
3. Riverfront open space China Point/Bypass (aqua)
4. All residential (blue)
5. Restore vehicular row
6. Fish or fowl, not both! Coombs Street should be closed to vehicles so as not to add to the confusion for pedestrians (although the group is not unanimous in this opinion)



THE DOWNTOWN NAPA MIXED-USE AND RESIDENTIAL INFILL DEVELOPMENT STRATEGY

THE DOWNTOWN NAPA MIXED-USE AND RESIDENTIAL INFILL DEVELOPMENT STRATEGY

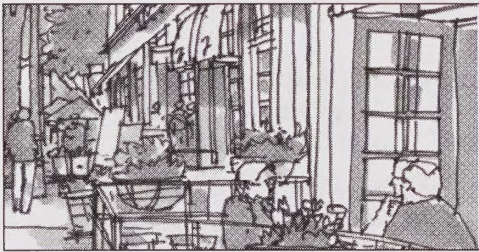
THE DOWNTOWN NAPA MIXED-USE AND RESIDENTIAL INFILL DEVELOPMENT STRATEGY

THE DOWNTOWN NAPA MIXED-USE AND RESIDENTIAL INFILL DEVELOPMENT STRATEGY

THE DOWNTOWN NAPA MIXED-USE AND RESIDENTIAL INFILL DEVELOPMENT STRATEGY



PROPOSED GENERAL PLAN REVISIONS



PROPOSED GENERAL PLAN REVISIONS

1. Modify Downtown Commercial Land Use Category density range from 10-40 units per acre to allow up to 45 units per acre with a Use Permit.

Discussion: Residential uses are governed by density, while nonresidential intensity is governed by Floor Area Ratios. In 1999, the City approved a General Plan Amendment to permit higher Floor Area Ratios for Downtown Commercial projects "provided the project is compatible with the massing and character of surrounding commercial activities, does not compromise key views in the downtown and does not impact the historic qualities of any structure or feature in the downtown." The proposed amendment to 45 units/acre with a Use Permit would apply density increases on the same basis to improve financial feasibility of residential mixed use Downtown.

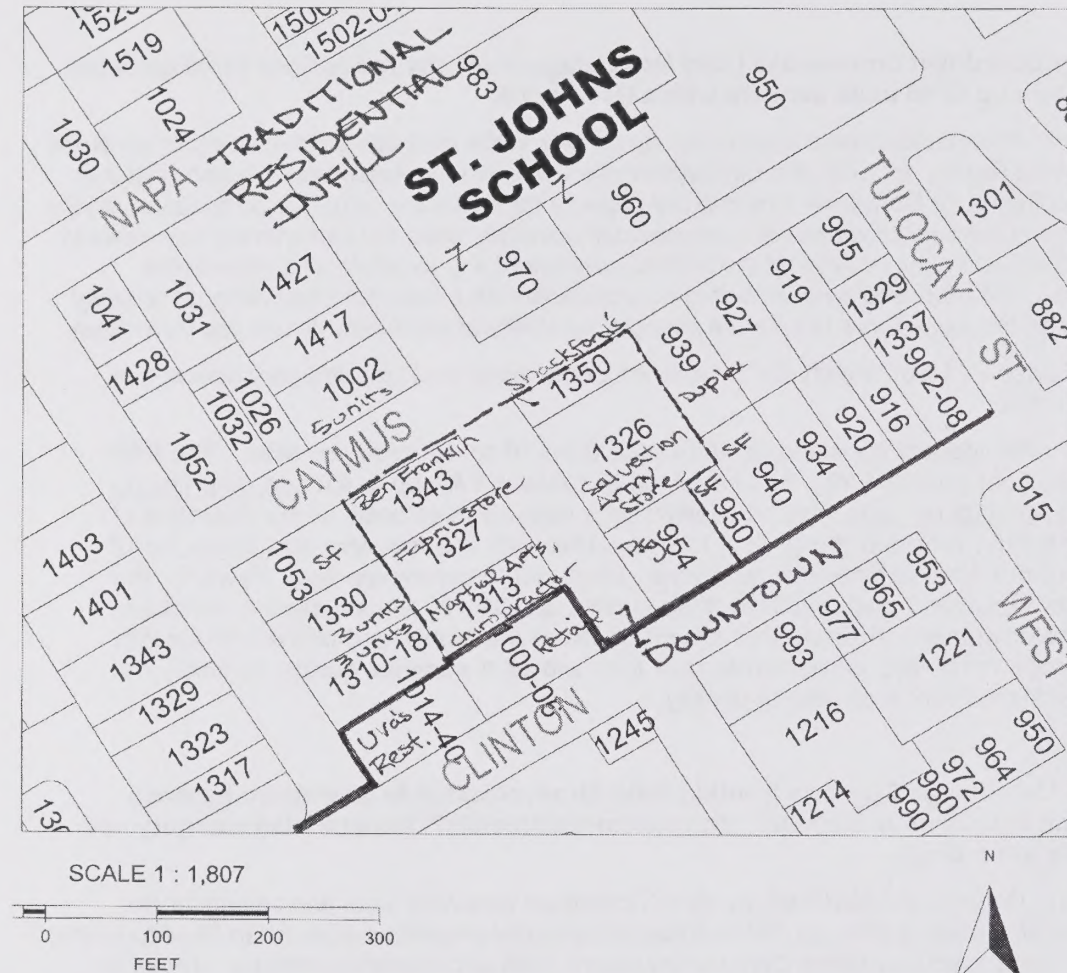
Revise P. 1-28: Modify the Downtown Commercial land use category description to state:

"...Residential densities should range from 10 to 40 units per acre. The FAR shall not exceed 1.25; ~~h~~However, an increase in FAR up to 4.0 and densities up to 45 units per acre may be allowed on a case by case basis at the discretion of the City, provided the project is compatible with the massing and character of surrounding commercial activities, does not compromise key views in the downtown and does not impact the historic qualities of any structure or feature in the downtown. Projects that are proposed at the higher end of the FAR/density range must also demonstrate that they are of a superior design to justify the additional floor area ratio or density."

2. TRI-143—Change 6 parcels fronting Main Street adjacent to Downtown between Clinton and Caymus back to a "Downtown Commercial" General Plan category and rezone accordingly.

Discussion: During a detailed staff review of Downtown area land uses and zoning for the Strategy, staff identified a block of Main Street commercial properties adjacent to Downtown that had been designated Downtown Commercial before 1998 and zoned accordingly. These six properties are in the 1300 Block of Main Street between Clinton and Caymus streets and include parcel numbers 3-136-02, 03, and 10, and 3-142-01, 13, and 14.

These 6 parcels have a current General Plan designation of "Traditional Residential Infill, 3-8 units/acre" and were rezoned in 2003 to a low-density residential zone consistent with the 1998 Plan. They are proposed for a "cleanup" redesignation to Downtown Commercial and Downtown Commercial Zoning more consistent with existing construction and uses. Five of the six are developed with commercial buildings including the former Ben Franklin Printing, a fabrics store, a martial arts school/chiropractor office on the west side of the street; Shackfords, the Salvation Army Thrift Store; the last is a small vacant lot which has been used for parking in the past. Under the existing General Plan and zoning all of the buildings are all currently nonconforming uses. Adjacent uses to the east and west are single family and multi family residential. To the north is St. John's School and to the south is Downtown. This redesignation would recognize existing uses and make it easier to lease space/obtain financing over time, as well as provide limited potential for mixed use. See map next page.



PROPOSED REZONING OF SIX PROPERTIES

Rezone 6 properties in the 1600 block of Main Street Frontage between Clinton and Caymus streets from RT 4 and RT 5 (RT Traditional Residential Infill, 3-8 units/acre) to CD Downtown Commercial. Parcel numbers are 3-136-02, 03, and 10, and 3-142-01, 13, and 14.

Discussion: See General Plan Amendment discussion above.

PROPOSED BASE ZONING DISTRICT **USE** CHANGES

(To ZO Sections 17.10.020, 17.20.020)

1. Add attached single family/condominiums as a Conditional Use in the Downtown Commercial zoning district.

Discussion: This use is allowed by the General Plan land use category and was left out unintentionally.

2. Reference condominium standards for condominium uses.

Discussion: This technical change related to #1 references existing standards that apply to all condominiums

3. Clarify the mixed use "note" to state that if the proposed *nonresidential* uses are permitted, the mixed-use project is permitted. (Design Review continues to be required.)

Discussion: While Residential Mixed Use projects are identified as permitted uses, the related note implies that all mixed-use projects are conditional uses. This change clarifies that if the proposed nonresidential uses in the project are permitted, then the mixed-use project would be permitted. If the proposed nonresidential uses include nightclubs or other uses requiring a Use Permit, then the Mixed Use Project would require a Use Permit. This clarification would also be made in other mixed use zoning districts for consistency.

4. Add Residential Mixed Use as a Conditional Use in the CDP as long as ground floor uses are retail/service

Discussion: The main difference between the Downtown Commercial and Downtown Pedestrian Commercial District is that ground floor uses are limited to retail/service uses to provide a pedestrian retail core area. The proposed addition of mixed-use developments in the CDP is consistent with this purpose as long as ground floor uses are retail/service.

Changes as they would appear in the Zoning Use Tables are shown next page.

Proposed Zoning Ordinance Use Changes shown in Bold (17.10.020)						
Zoning Districts	CT	CD	CDP Grnd Lvl	CDP Upper, Basmt	MU-G	Added Use Regulations
E. Residential and Related Uses						
1. Residential and Mixed Uses*						*Residential projects of 5+ units or equivalent in :FP flood evacuation area see standards 17.38
Single-family detached		CS		CS	CS	See condominium standards 17.52
Single-family attached and condominiums		C		C	C	**Permitted if all proposed nonresidential uses are permitted and no density bonus or conversion of residential; otherwise C
Multi family residential						"As long as ground level is retail/service
Mixed use developments consisting of residential and other uses allowed in this district	C***	P**	C"	P**	P**	See condo conversion standards 17.52
Caretaker's residence	C					See SRO standards 17.52
Condominium Conversion of rental units	CS ***	CS		CS	CS	
Group Residential, including SRO's		CS			CS	
Live/work developments		C		C	C	
Residential care facilities						
Small (0-6 residents)		P~			P~	
Large (7 or more residents)		C~			C~	*** Allowed in CT district only when CT is applied in General Plan Mixed Use area. ~in residential units only

Key to Zoning District Titles:

RO=Residential Office

CT=Tourist Commercial

CD=Downtown Commercial

CDP=Downtown Pedestrian Commercial (retail core)

MU-G=Gateway Mixed Use

P=Permitted

C=Conditional Use Permit required

PROPOSED ZONING DEVELOPMENT STANDARDS CHANGES

Zoning Setbacks (17.10.030)

1. Correct discrepancy in Downtown Commercial District setbacks.

Discussion: The City's prior Zoning Ordinance required 5' step backs per floor if there was no Design Review and 0 setbacks with Design Review. As all projects now require Design Review – eliminate the note from the earlier Ordinance as shown below and show no setback requirement for both the front and side setback.

17.10.30 Commercial Districts – Property Development Standards

NA=Not Applicable

PROPERTY DEVELOPMENT STANDARDS	CL	CT	CC	CD	CDP	ADDITIONAL STANDARDS
Floor Area Ratios (FARs) and Densities	See General Plan for FARs and Densities applicable to property					See 17.52 for calculation of FARs and densities
Height - in feet	30	40	40	40	40	(1)
Minimum Lot Area- sq. ft	5,000	10,000	10,000	5,000	NA	
Lot Width (feet) at front setback line	50	70	70	50	NA	
Lot Frontage (feet) at front property line	50	50	50	50	NA	(2)
Front Setback (feet) Arterial or collector Local Street	30 15	30 15	30 15	NA NA	NA NA	(3) (4)
Side Setback (feet) Arterial or collector Local Street	30 15	30 15	30 15	5 NA 5 NA	NA NA	(3) (4)
Side Yard (feet)	N/A	NA	NA	NA	NA	(5) (4)
Rear Yard (feet)	N/A	NA	NA	NA	NA	(5) (4)

- (1) In the CD and CDP Districts, height up to 50 feet may be allowed with Planning Commission Design Review
- (2) In the CL, CT and CC Districts, lot frontage may be reduced to 40 feet for lots with divergent lot lines, such as those that front on the bulb of a cul-de-sac or a sharply curved street
- (3) In the CL, CT and CC Districts, front and side setbacks may be reduced to 15 feet with Design Review when the reduction improves the overall site design, design of the building, or better integrates the building with its site and surroundings.
- ~~(4) Front and side setbacks in the CB District: 1 story=5 feet; 2 stories=10 feet; 3 stories=15 feet; 4 stories=20 feet. The first floor of the building shall be set in from the front property line the distance of the required setback. Upper floor setbacks may be met by stepping back the upper floor only.~~
- (5 4)** Commercial District development proposed on land that abuts a residential district is subject to transitional standards described in Section 17.10.040.

NOTE: See 17.52 (Site and Use Regulations) for additional regulations pertaining to agricultural buffers, creeks and watercourses, historic preservation, noise, outdoor storage, recycling areas, wetlands, and other site development standards.

Height Bonus (17.52.210)**2. Modify the Height Bonus Section 17.52.210 to: a) permit 48 feet (4 story) heights in the Gateway Mixed Use District; and b) revise definition of what constitutes “substantial” residential Downtown.**

Discussion: The Housing Element recommends height bonuses as an incentive for well designed mixed use projects that mitigate impacts and incorporate “substantial” residential uses. The bonus may be up to 68 feet (6 stories) Downtown and 48 feet (4 stories) elsewhere. A new zoning section 17.52.210 was added to the zoning ordinance to implement this recommendation in 2003. The Zoning section currently provides for the 48 feet 4 story height bonus in the Community Commercial zoning district and it is recommended that such height bonuses also be permitted in the Gateway Mixed Use District consistent with the General Plan policy intent.

The zoning ordinance section defines mixed use projects that incorporate “substantial” residential uses as being projects where residential uses occupy at least 50% of the floor area. To provide a little greater flexibility for varied mixed use projects Downtown, “substantial” is recommended to be defined as occupying at least 40% rather than 50% of the floor area.

The revised section would read as follows:

17.52.210 Height Bonus

A. Purpose. To provide an incentive for residential mixed use buildings when they are well designed and mitigate impacts.

B. Provisions. A height bonus to 68 feet (6 stories) in the CD or CDP Districts, and to 48 feet (4 stories) in the CC and MU-G districts may be granted through a Planning Commission Design Review Permit when the Commission finds that the mixed use building is well designed, impacts have been mitigated and residential uses occupy more than 40% of the floor area in CD or CDP Districts, and 50% of the floor area elsewhere. The Commission must also find that the nonresidential component of the building is a complementary and viable part of the project (typically occupying at least 15% of the project square footage)

PROPOSED DOWNTOWN PARKING STANDARDS CHANGES

Parking Standards	(17.54.040)	(17.54.080)	
Use	Current Standards	Other Current Provisions	Proposed Changes
Residential Condos	2 spaces/unit plus 1/BR above 2 BR's	Shared parking allowed with Use Permit as long as shared parking - is within 300 feet - is secured - meets peak demand for all uses combined - is not less than parking required for one of the uses Requires parking study for project	All Downtown condos and apartments: 1.0/ studio unit 1.25/ 1 BR unit 1.5/ 2 BR unit 1.75/3 BR unit Modify "shared parking provisions" (17.54.080) slightly as described. Eliminate guest parking requirement Downtown, except within 200 feet of a residential district. Nonresidential "blended" standard: 4/1,000 ground floor and 3/1,000 upper floors – does not pertain to hotel facilities and bed and breakfast inns
Apartments 2-3 units	1.5/ studio and 1 BR		
Apartments 4-49 units	1.75/ 2 BR units 2.0/ 3+ BR units 1.4/ studio and 1 BR 1.6/ 2 BR units 1.8/ 3 BR units		
Apartments > 49 units	1.25/ studio and 1 BR 1.5/ 2 BR units 1.75/ 3 BR units At least 1 space in garage or carport		
Residential Guest Parking	1/ 4 units		
Office Retail/Service Other uses, such as restaurants, cocktail lounges, retail (bulky items), commercial recreation, etc.	4/1,000 sq. ft. 4/1,000 sq. ft. Varies		

Discussion:

The proposed zoning amendment would modify parking standards for residential and certain nonresidential uses in the Downtown Commercial Districts (CD and CDP) only. The shared parking revisions would be applicable citywide.

Residential Parking Revisions:

1. The amount of parking required for new residential uses would be revised from most current standards (they are similar to the City's current standards for 50+ unit apartments) to a standard that:
 - a) better recognizes the different residential market that exists Downtown, and availability of services and transit within easy walking distances.
 - b) is simpler and more consistent with several other city Downtown residential parking standards. In the interest of simplicity, the downtown standards do not differentiate between owner and renter occupied units, or size of the project. The Mixed Use Strategy Working Group was interested in one simpler standard.
 - c) is well within the range of parking demand figures published by the Institute of Transportation Engineers
 - d) is adequate based on a survey of local residential projects and Census information
2. A second change would eliminate **the requirement for guest parking downtown** except within 200 feet of residential districts. Guest parking would instead occur on the public streets and in public parking garages. Onstreet parking is typical and acceptable in Downtown Areas. While peak downtown parking use is generally during the day, by contrast, peak residential parking use is at night, when it is easier to park on most Downtown streets. However, to assure that residential guest parking does not adversely impact residential districts in and near Downtown, guest parking at standard rates continues to be required near residential districts.

3. A third change **would eliminate the 300-foot limit** for shared parking, typical of other cities. This limit is arbitrary and may be unreasonable. The revisions also clarify that "Off site parking" solutions are acceptable, which has long been the case in Napa. The section would be revised as follows:

17.54.080 Parking Requirements for Multiple Uses and Shared Parking and Offsite Parking

A. Multiple Standards. When a single structure or lot contains multiple uses, more than one standard may apply, depending on the uses proposed.

B. Shared. ~~Parking shall generally be exclusive to the use(s) for which they are provided, except that, s~~Shared parking solutions are encouraged. Required parking minimums may be approved reduced with a Use Permit provided that the shared parking spaces are

1. Located in a common parking lot or off-site ~~within 300 feet of the~~ convenient to the use(s) requiring the parking; and

2. The parking will be secured for the use(s) requiring the parking by ownership and/or agreements sufficient to guarantee the long term use of the site for such parking; and

3. The applicant is able to show through a parking analysis that ~~peak hours of use will not overlap or coincide to the degree that peak demand for spaces from all uses is greater than the total supply of spaces will be met. A possible option for determining shared parking arrangements includes the Urban Land Institute Publication "Shared Parking".~~

4. In no instance shall the total parking required be less than would be required for any one of the independent uses.

C. Offsite. Offsite Parking for a use may be approved with a Use Permit consistent with B.1 and B.2 above.

The proposed residential changes consider the following:

National Parking Studies: The parking review considered parking demand results for Low to Mid rise apartments with at least 4 units (up to 4 stories) and for condominiums published by the Institute of Transportation Engineers (ITE). These parking demand surveys were generally conducted between 10 PM and 12 midnight, or between 5 AM and 6 AM, time periods when the greatest number of occupants would be at home. All of the apartment sites surveyed were in suburban areas, the majority of which were in Illinois, Texas and California. The majority of the condominium facilities surveyed were in California and in suburban areas. Parking demand was similar between apartments and condominiums, recognizing that the number of condominium samples was smaller. No breakdown on apartment or condominium sizes is provided. Parking demand averaged only 1-1.2 parking spaces /unit in 1987.

**Parking Generation Rates
Peak Parking Spaces Occupied vs. Dwelling Units**

Low/Mid Rise Apartments

	Average Parking space used/unit	Range of Rates	Number of Studies	Average # DU's
Weekday	1.04	0.24-1.90	60	222
Saturday	1.21	0.68-1.76	11	547

Condominiums

	Average Parking space used/unit	Range of Rates	Number of Studies	Average # DU's
Weekday	1.11	0.20-1.61	32	166
Saturday	0.95	0.47-1.36	6	285

Source: *Parking Generation*, 2nd Edition, August, 1987, Institute of Transportation Engineers, Washington, D.C.

Census Benchmarks

A comparison of 2000 Census information for the City of Napa suggests higher parking demand than the above method, however, it is a different approach in that it does not include apartment vacancies, absent occupants or guests using the parking lot. The data find that in Napa the average owner-occupied household has 1.98 vehicles, and the average renter-occupied household has 1.46 vehicles. Nearly 13% of renter occupied households citywide have *no* vehicles. Vehicle ownership also varies by geographic location. Not surprisingly, the Downtown area Census Tract 2002.02 with many services, jobs and transit in close proximity had fewer vehicles/household: 1.8 vehicles/ owner household and 1.24 vehicles/ renter household. This Census tract included 343 owner occupied units and 831 renter occupied units. In this census tract, more than 17% of renter households had no vehicle available.

Vehicles Available by Owner/Renter Household, City of Napa

% Households with	Owner Occupied	Renter Occupied
No vehicle available	4.1%	12.9%
1 vehicle available	25.7%	43.8%
2 vehicles available	46.1%	32.7%
3 vehicles available	17.5%	7.1%
4 vehicles available	4.7%	2.3%
5 or more vehicles available	1.7%	1.2%
Average vehicles/household	1.98 vehicles/household	1.46 vehicles/household

Source: 2000 Census, Table H44

Napa Survey:

Redevelopment staff also conducted a parking survey in February, 2004 to better document actual parking demand, and received responses from 9 apartment complexes of 20 units+. To identify a worst case, only *occupied* units were analyzed.

Parking Demand Survey of Napa Apartments

Unit Type:	Cars Owned/Unit
Studios (few to none/not surveyed)	
Mostly 1 BR apartment complexes (3 complexes, 213 occupied units total)	1.2-1.3 cars/occupied unit; 1.26 cars/unit average
Mostly 2 BR apartment complexes (6 complexes, 338 occupied units total)	1.2-2.2 cars/occupied unit; 1.46 cars/unit average

Apartments with mostly one-bedroom units included Bali Hai Apartments on Pine with 1.21 cars/unit, Virginia Park Garden on Hayes which had 1.29 cars/unit, Riverwood on Soscol with 1.31 cars/unit. Of the mostly two bedroom complexes, Valley Oak apartments on Spruce had 1.2 cars/unit; Olive Tree Apartments on Kathleen had 1.21 cars/unit; Hawthorne Village on Solano had 1.38 cars/unit; Cadillac Flats on Soscol had 1.5 cars/unit; Walnut Woods on Walnut had 1.58 cars/unit; and Pinecrest on Cooper Court at Pueblo Avenue had 2.22 cars/unit. These apartments are not located Downtown, and might be expected to have higher car ownership than Downtown apartments.

It is noteworthy that several cities in the North Bay now have somewhat lower residential standards for their Downtown or central areas. Palo Alto's proposed rates are well researched in terms of demand and are the most consistent with Napa's recommended graduated approach, recognizing that smaller units tend to have lower car ownership. Palo Alto parking research also identifies other factors affecting parking demand: a. Density: vehicle ownership is lower in denser

housing, as more daily needs can be met within walking distance in compact neighborhoods, among other reasons. B. Mixed Uses: other things equal, vehicle ownership is lower in areas with services and jobs than in single use areas. C. Transit: other things equal, areas with more frequent transit service have lower levels of vehicle ownership than areas with little or no transit service. D. Income: Other things equal, income is also a determinant in vehicle ownership rates. E. Tenure (own or rent). Owner households have higher vehicle ownership rates than renting households. F. Parking configuration: Common parking areas, with unassigned spaces, can satisfy parking demand with fewer spaces than are needed if spaces are exclusively reserved for single users.

Office Parking Revisions:

The amount of parking required for new offices in Downtown would be revised from 4 spaces/1000 sq. ft. to 3 spaces/1,000 sq. ft. on upper floors which

- a) is within the range of typical city office standards nationwide and locally
- b) better recognizes the multi trip nature, shared parking, transit and mixed use character of Downtown.
- c) is recommended in the Urban Land Institute "Shared Parking" manual (1983) as a "realistic design value" for office uses based on parking demand ratios of 51 *freestanding* suburban office buildings throughout the country. It is based on the 90th percentile ratio, that is, it is a conservatively high estimate of parking requirements that may be expected to be exceeded at approximately 10% of all office buildings.

The continued use of a 4/1000 sq. ft. standard for first floor uses allows a "blended rate" for all first floor uses, with the exception of hotels and bed and breakfast inns. This standard would be used to calculate the number of off-site spaces a developer would pay for through a parking in-lieu fee in the Parking Exempt District.

Retail and Service, Restaurants, Other nonresidential:

The city's current "general retail/service" standard of 4/1000 sq. ft. is proposed to be used as a "blended standard" for all downtown first floor uses, with an "other floor" standard of 3/1,000 sq. ft. The City's current 4/1000 general retail standard is very typical of other city standards and is the design value suggested by the ULI "Shared Parking" report as the 90th percentile parking demand ratio found in 14 suburban shopping centers for weekday peaks. Using 4/1000 as a "blended" standard provides a significant leasing advantage: uses can then change without parking requirements becoming an obstacle and allows the Downtown mixed-use area to compete with conventional shopping centers, which are able to change their tenant mix freely without triggering requirements to build added parking.

Recent research suggests that Napa's proposed Downtown office and retail standards, which are based on samples of stand alone uses, are sufficiently high to be adequate for all uses. For example:

- The City of Palo Alto undertook a detailed analysis during 2003-04 of its Downtown Parking standards and is considering revisions to their standards as noted in the Urban Parking Standards Table. Parking consultants for that City in 1997 calculated the "observed" or actual Downtown parking demand as being 2.36 spaces per 1,000 square feet of occupied nonresidential building area (including restaurants, bars, retail, office). This included peak parking occupancy of both onstreet and off street spaces, as well as non-resident "spillover" vehicles parking in surrounding residential neighborhoods.
- The City of Kirkland, Washington, an affluent 46,000 pop. suburb of Seattle, is described in the Palo Alto Parking Technical Memorandum # 2 as having a lively restaurant scene and generally free parking. Its Downtown Core operates on a parking supply of 2.3 spaces per 1,000 square feet of development.
- Santa Monica, California, with an intense mix of restaurants, retail shops, night clubs and over 20 movie screens currently operates on a parking supply of only 2.1 spaces per

1,000 square feet of built space, although the Redevelopment Agency is planning to expand parking Downtown.

- Petaluma is using a blended standard of 3.3 spaces per 1,000 sq. ft for all nonresidential development in the Central Specific Plan area adjacent to Downtown, and Hercules recently adopted a 2.5 spaces per 1,000 sq. ft. standard for retail uses including restaurants in Central Hercules. Palo Alto has a longstanding "blended standard" of 4 spaces/1,000 sq. ft. for new nonresidential development, far higher than the actual parking provided for the Downtown.

Review of Napa's 2002 private and public parking supply, including onstreet parking, for existing development found an existing parking supply for existing development in the 32 Downtown blocks surveyed in the City's Downtown Parking Study of slightly less than 2 spaces per 1,000 sq. ft. of occupied and vacant nonresidential space. When staff spoke to the City's parking consultant who conducted that study, she commented the proposed 4/1,000 ground floor and 3/1,000 other floor seemed reasonable but should not be considered too high because new development will generate parking demand at higher rates than older existing development and because it is important to have a parking vacancy factor to avoid congestion created by cars circulating looking for parking. She also noted that parking distribution throughout Downtown is key; it is important to have spaces nearby, which is why their parking analysis has recommended a need for additional parking in parts of Downtown in the future.

Other City Standards

The table on the following page(s) illustrates that several other nearby cities have adopted or are considering urban parking standards in or near their Downtown. Napa's proposed standards are within the range of what these other cities are using or proposing.

North Bay Urban/Downtown Parking Requirements 2004 and Palo Alto

Land Use	Units	Central Hercules	Sonoma	Santa Rosa Downtown	Novato Downtown	San Rafael Downtown	Petaluma Central SP (Adj to DT)	Napa Existing Citywide	Napa Proposed (CD/CDP)	Palo Alto – Proposed-Mixed Use
Multi-family, condos, & attached	Studio 1 BR 2 BR 3 BR	1.25/unit all	1.5 1.5 1.5	1.0 1.0 1.0	1.0 1.0 1.5	1.0 1.0 1.0 < 900 s.f.* 1.5 900 s.f. + *inside parking district: outside = 1.5 for 2 BR	1.0 1.0 1.0 On-street along frontage lines of site are counted (SmartCode ©)	(4-49 units)** <i>1.4</i> <i>1.4</i> <i>1.6 (2.0 condos)</i> <i>1.8</i> <i>**50+ units standard is</i> <i>1.25 for studio/1BR</i> <i>1.5 for 2BR</i> <i>1.75 for 3 BR; more for 4 BR+</i>	1.0 1.25 1.5 for 2BR 1.75	0.9 1.1 1 1.2 1.2 1.4 1.5 1.7 apt condo
Guest Parking		--	25% of total spaces required	None in parking district	0.25/unit	None required, unless within 200 feet of residential district	N/A	0.25/unit	None required except within 200 feet of res. dist.	10%
Total: Parking + Guest Parking	Studio 1 BR 2 BR 3 BR	1.25/unit all	1.88 1.88 1.88	1.0 1.0 1.0	1.25 1.25 1.75	1.0 1.0 1.0-1.5 small 2BR, depending on location 1.5 larger 2BR	1.0 1.0 1.0	1.65 1.65 1.85 2.05	1.0 1.25 1.5 1.75	.99 1.21 1.1 1.32 1.3 1.54 1.65 1.87 apt condo
Mixed-Use		Shared parking encouraged. Req'd minimums can be reduced up to 50% with shared parking approved by CDPS. Parking analysis required.	Determined by use permit	Res. + retail = up to 50% reduction for either use whichever is less; Res + office = up to 25% reduction for either use	Determined by the type of use. Shared parking reduction w/UP.	Shared parking reduction allowed w/ Director approval as long as uses have significant and complementing variation in period of daily demands	Shared parking reduction allowed w/Director approval.	Shared parking allowed w/UP as long as a shared parking: -is within 300 feet -is secured -meets peak demand for all uses combined -is not less than required for <u>one</u> of the uses A parking study is required.	Modify to eliminate 300 ft. and suggest use of ULI Shared Parking Methodology	Use proposed 2.44/1,000 standard for nonresidential OR use shared parking provisions. In either case, allow counting on street parking adjacent to site; and other options.

Land Use	Sq. ft.	Central Hercules	Sonoma	Santa Rosa Downtown	Novato Downtown	San Rafael Downtown	Petaluma Central SP (Adj to DT)	Napa Existing Citywide	Napa Proposed (CD/CDP)	Palo Alto – Proposed-Mixed Use
Office		3.3/1000	3.3/1000 s.f.	< 5,000 s.f. = 4/1000 s.f. 5K-15K s.f. = 3/1000 s.f., 19 spaces min. 15K s.f. + = 2.5/1000 s.f., 43 spaces min. outside pkg exempt dist.	4/1000 s.f. ground floor; 3/1000 s.f. upper floors	3/1000 s.f.	3.3/1000 s.f.	4/1000 s.f.	4/1,000 ground floor 3/1000 s.f. other floors	2.44/1000 based on existing observed demand Downtown OR use ULI shared parking methodology to reduce <i>Current std is 4/1000 all uses</i>
General Retail/Service		2.5/1000	3.3/1,000	4/1000 outside pkg. exempt		4/1000	3.3/1000 sf	4/1000 sf	4/1,000 ground floor; 3/1,000 other floors all uses	2.44/1000 OR shared parking

Sources:

Shared Parking, Urban Land Institute, by Barton-Aschman Associates, Inc., 1983

City *Zoning Ordinance* standards from identified cities

City of Palo Alto Zoning Ordinance Update, *Parking Technical Memorandum #1*, March 2003, Nelson/Nygaard Associates

City of Palo Alto Zoning Ordinance Update, *Parking Technical Memorandum #2*, February 2004, Nelson/Nygaard Associates
Census 2000

Apartment Parking Survey, Napa Redevelopment Agency, February, 2004

Parking Generation, 2nd Edition, Institute of Transportation Engineers, Washington, D.C., August, 1987

Kirkland Downtown *Parking Strategy*, *Technical Memorandum #2, Parking Inventory Analysis*, January 2003

City of Santa Monica Staff Report, “*Conceptual Approval of the Downtown Parking Task Force’s Strategic Plan to Retrofit, Rebuild and Add Parking Resources in Downtown Santa Monica and Authorization to Proceed with Implementation Steps*”, April 9, 2002

City of Napa Parking System, Walker Parking Consultants for City of Napa, August 30, 2002

Napa's Planning Policies Related to Downtown and Housing

The City of Napa's General Plan, adopted in 1992, provides a framework for the city's future development. The General Plan includes a vision for the city's future, as well as policies to guide development. The General Plan is the foundation for all other city policies, including the Napa City Code, the Napa City Ordinance, and the Napa City Resolution. The General Plan is a living document that is updated regularly to reflect changes in the city's needs and priorities. The General Plan is the foundation for all other city policies, including the Napa City Code, the Napa City Ordinance, and the Napa City Resolution.

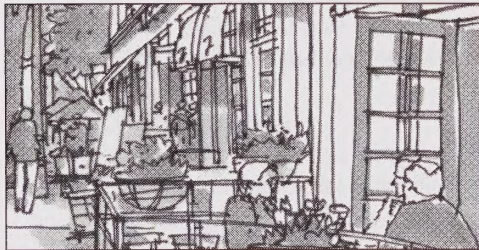
The Napa City Code, adopted in 1992, provides the legal framework for the city's future development. The Napa City Code includes policies to guide development, as well as the legal authority to enforce those policies.

The Napa City Ordinance, adopted in 1992, provides the legal framework for the city's future development. The Napa City Ordinance includes policies to guide development, as well as the legal authority to enforce those policies.

The Napa City Resolution, adopted in 1992, provides the legal framework for the city's future development. The Napa City Resolution includes policies to guide development, as well as the legal authority to enforce those policies.



POLICIES



Napa's Planning Policies Related to Downtown and Housing

The Strategy builds on and implements existing policies and planning documents. It gets policy direction from the City of Napa General Plan and Housing Element, Redevelopment Agency's Five-Year Implementation Plan, Downtown Riverfront Urban Design Plan, Soscol Corridor/Downtown Riverfront Development and Design Guidelines, and the City of Napa Residential Design Guidelines. The economic feasibility analysis incorporates the City's Inclusionary Zoning Ordinance, which will require a minimum of 10 percent of affordable "inclusionary" units on infill residential and mixed-use sites with a residential component.

General Plan

The 1998 Envision Napa 2020 General Plan provides goals and policies regarding land uses and economic activities to be provided in the downtown. The policies encourage a mixed-use district that includes housing, provides transitions to adjacent neighborhoods, and reinforces the shopping and river experience. Selected policies follow.

Goal LU-6

To improve the vitality and character of downtown through planning, design, business-community partnerships, and City programs and projects that encourage a variety of social, entertainment, cultural, retail, administrative, and government uses.

Housing/24-Hour Downtown

LU-6.7 The City shall promote 24-hour activity in the downtown, by allowing development that mixes residential and commercial uses in the same structures and supporting entertainment and cultural uses in the downtown.

Linking Downtown

LU-6.6 The City shall enhance public access to the downtown, including a stronger link to downtown residential neighborhoods, through improvements to directional signs, roads, transit, and pedestrian and bike trails along streets and the river.

Transition and Entry

LU-6.8 The City shall identify key entry points and blighted conditions on the edges of downtown and support programs and projects that enhance downtown gateways and transitional zones between downtown and surrounding neighborhoods. The City shall seek to remove blighted conditions at key entry points to make downtown more inviting for residents and visitors.

Storefront Design

LU-6.1 The City shall require retail and commercial uses to orient to the sidewalk or public spaces and to maintain an active street frontage in the pedestrian-oriented parts of downtown.

River Orientation

LU-6.4 The City shall promote riverfront development that reorients downtown to the Napa River and shall encourage creative designs during the development review process.

City of Napa Housing Element

The award-winning Housing Element provides a vision, goals and policies that are relevant to downtown including incentives and density bonuses for mixed-use and affordable units. The following selected policies reflect the Element's direction in terms of achieving a greater mix of housing types, affordability, mixed-use and housing in downtown.

Vital and Diverse Community

Policy H-1.10 Priority for Housing on Surplus City Sites. The City shall give high priority for affordable housing (or affordable housing as part of a mixed use project) on surplus city sites. These include the City Corporation Yard site should that site be surplus; and the City CSB property should a consolidated City Hall complex be constructed.

Variety of Housing Types and Choices

Policy H-2.1 Greater Mix of Housing. The City shall encourage an increased mix of housing types throughout the City to meet needs and provide greater housing choices such as multi-family, mixed use, affordable units, supportive living, Single Room Occupancies (SRO's) and similar types of housing.

Policy H-2.2 Encourage Residential Mixed-use. The City shall encourage residential uses in areas that allow mixed-use and where residential use is appropriate to the setting. Typically residential uses would occur as part of mixed-use projects, particularly Downtown. Mixed-use land use categories are expanded to include the Community Commercial General Plan category.

Policy H-2.5 Incentives for Mixed Use. The City shall promote and provide incentives for well-designed mixed use project throughout the City in areas where residential/non-residential mixed use is allowed.

Policy H-2.11 Land Acquisition and Land Banking. The City shall continue to give priority to Housing Authority and Redevelopment Agency land acquisition/land banking for future affordable projects as a way to assist development of affordable projects.

Great Neighborhoods

Policy H-3.1 High-quality Design and Varied Housing Types. The City shall assure high-quality, well designed housing that respects the surrounding neighborhood, and provide for a greater variety of housing options to meet community needs.

Downtown Five-Year Implementation Plan: 2000-2005

The Redevelopment Agency's Five-Year Implementation Plan sharpens the vision, goals and methods to implement Napa's policies for Downtown. The Plan envisions a downtown that is a "destination for new professional office and mixed-use development... and with new investment including infill housing, hotel projects, wine tasting venues, and cultural and entertainment activities."

Goal #9: Promote mixed-use development that combines residential and non-residential uses within single developments and in larger areas. Encourage developers of larger commercial projects to provide for on-site mixed uses that would allow downtown employees to make non-work-related trips without having to use their automobiles (i.e., child care, dry cleaners, banking, etc.).

As mandated by California Redevelopment Law, the Agency sets aside 20 percent of its tax increment revenue for the purpose of providing low- and moderate-income housing in the community. These funds are transferred to the City Housing Authority annually, and are applied to various affordable housing activities. In summer 2003, due to a healthy increase in downtown property values and hence tax increment revenue, the Agency was able to refund an existing bond and issue a new bond on behalf of the Housing Authority. As part of the bond transaction, the Agency also issued a new bond for its own capital projects. The Housing Authority will utilize its 20 percent housing set-aside funds to service the bond payments. This new capital will enable the Housing Authority and Redevelopment Agency to combine resources, identify affordable infill housing opportunities in Downtown, and attract developers to partner on these projects.

Downtown Riverfront Urban Design Plan

The scope of the Riverfront Plan includes 6,200 LF of the Napa River. The Plan gives shape to the Napa River Flood Protection Project providing urban design concepts for the Oxbow and Downtown Reach portions of the river. The Plan defines urban and natural edges of the river, a trail and promenade system, and identifies anchor development sites. The Downtown Reach is called the “front door” to downtown. For downtown, the Plan provides specific design and placemaking recommendations regarding a riverfront promenade, First Street, Veterans Park, Fourth Street, Fifth Street and “Riverfront Square,” flanked by Main St., Soscol Ave., First and Third streets.

Soscol Corridor/Downtown Riverfront Development and Design Guidelines

The Development and Design Guidelines encompass several sub areas including the Soscol Avenue Corridor, Silverado Trail Corridor, The Oxbow District and The Downtown Riverfront. The Guidelines provide criteria for renovation and new development in these areas. Several of the Design Guidelines’ sub areas overlap with the Downtown Mixed-use and Infill Residential Strategy planning area. The Guidelines identify criteria for ground floor land uses; building heights and setbacks; site planning; parking; signage; and lighting.

City of Napa Residential Design Guidelines

Napa’s Residential Design Guidelines provide overall qualitative criteria for residential and mixed-use projects throughout the city. The Guidelines dedicate chapters to apartments and residential mixed-use projects. The chapter includes an overall design principle, design goals, and guidelines. Topics covered include site planning, ground floor land use, architectural design, materials and colors, lighting, and streetscape.

Architectural Principle 3: Multifamily Housing

Multifamily housing should be designed to reflect the scale, rhythm and street orientation of Napa’s traditional neighborhoods.

3.31 Site Planning

New multifamily housing should be an integral part of the neighborhood and community creating and enhancing pedestrian friendly streets and places.

3.32 Scale Transition

Neighborhood and architectural design concepts should provide for a transition in scale between multifamily streets and smaller single-family residential streets.

Architectural Design Principle 4: Residential Mixed-use

Residential mixed-use should respect adjacent development and provide a pleasing street orientation and comfortable living environments.

3.41 Site Planning

Mixed-use projects should be designed to create new and enhance existing pedestrian friendly streets that are effective social and economic centers for neighborhoods and the community.

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